

# THE NATIONAL Wool Grower

Volume XLV

MAY 1955

Number 5

INCREASE YOUR PROFITS—PROMOTE YOUR PRODUCTS  
VOTE "YES" ON SELF-HELP PROGRAM



MAGAZINE ADS

NEWSPAPER ADS



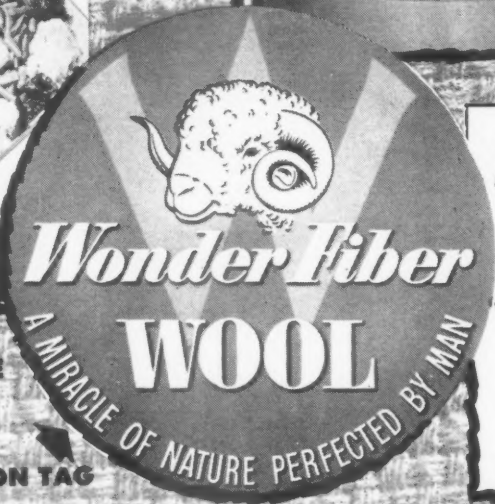
POINT-OF-PURCHASE POSTERS



KOIN-TV

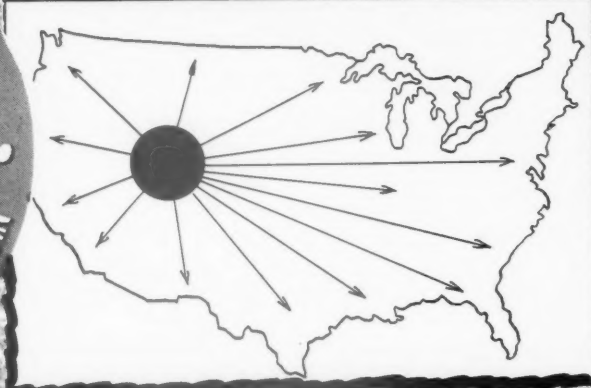
Months of Spring..  
Merchants to take advantage of their  
Feature lamb during Texas lamb  
the distinctive meat..

TV PROMOTION



PROMOTION TAG

EQUITABLE LAMB DISTRIBUTION



# JACK WING FINDS CREEP FEEDING PAYS

## "I CROWD 'EM FOR GAINS"

Jack Wing, of Gerber, California, has for many years successfully operated a large commercial sheep ranch.

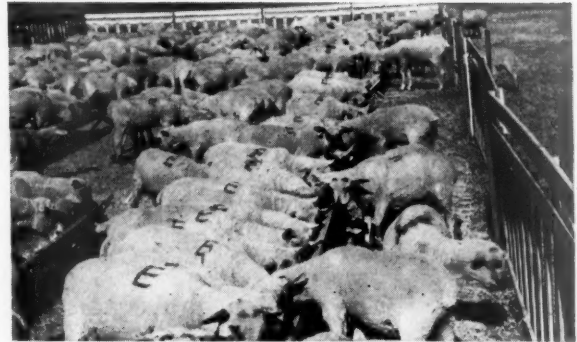
For years, Wing has faced the problem of running out of forage on his winter range before he could get into the mountains for summer grazing. As an experienced sheepman, Wing knows the value of sending lambs and ewes to the summer range in as good condition as possible. It makes for better grazing, and of course, better profit. As the old saying goes, "Send a fat lamb to range, and it will return a fat lamb. Send a feeder and get a feeder back."



Lambs come running when Wing fills the troughs with a quarter of a pound of Crowd per lamb per day. Even the timid lambs come into the creep without coaxing. Troughs are cleaned out in an average of three to five minutes feeding time.

Like Jack Wing, many sheepmen have the problem of holding maximum condition on ewes and lambs until summer ranges open. Winter range may keep the ewe going, but the drain on her body while milking can put her in dangerous condition. Lambs, however, will lose their bloom, and go to range under a handicap.

Wing decided to solve this problem by supplementing the mother's milk with a lamb feeding program. He selected Albers Crowd as the ration most suited to the job of building bones and protein (meat and wool) and at the same time preserving the bloom necessary for fat lambs. Wing knew Crowd furnished much more than just ordinary grain, because Calf Manna makes up one-third of this feed. Wing says "That makes Crowd an insurance policy—all the elements required for rapid growth of lambs are furnished." Crimped grains, molasses, and easily eaten Calf Manna pellets assure maximum palatability.



Wing designed this practical creep corral to handle about 600 lambs. Outside dimensions are 96 by 32 feet, using standard 8" creep openings in 8 foot panels. Crowd is fed in home-made V hoppers.

For creep feeding, Crowd is especially practical, because there is no loss by wind blowing.

As a result of Wing's feeding program, finish was held on lambs. The ewes held in good flesh, and were still carrying a good udder when shipped to summer range.

Wing says, "The money I spent on creep feeding Crowd was more than repaid when the lambs went to market."

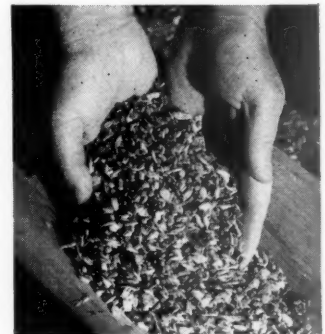
The ewes came through the season in better shape. He was certain of a better lamb crop the following season.

It's no coincidence that Jack Wing has convinced half a dozen other top sheepmen in his area to creep feed Crowd.

*Remember, when it's results that count—count on Crowd and Calf Manna.*

Wing found the palatability and economy of Crowd all he expected. This high quality combination of rolled grain and Calf Manna furnished all the nutrients, vitamins, and minerals his sheep required for maximum growth and health.

Wool crop and weight more than paid the feeding costs of less than 40c for each lamb in a season.



Write For Your FREE Copy  
Of The Informative Booklet:

- ☐ Calf Manna For Sheep
- ☐ Crowd For All Animals

DEPT. 000

**Albers Milling Company**

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## In This Issue

### THE ULMER REPORT:

The severe loss sustained by the sheep industry and its organization in the passing of President Wallace Ulmer is expressed by President J. H. Breckenridge, the honorary presidents and vice presidents of the National Wool Growers Association. Tribute is paid his high integrity, fairness, sound judgment and great interest in promoting the welfare of those engaged in the production of lamb and wool. (Page 5)

### NEW PRESIDENT REPORTS:

J. H. Breckenridge of Twin Falls, Idaho, whose unanimous election by the NWGA Executive Committee was announced on April 11, makes his first report from Washington. While statistics have defeated the hope of having the Defense Department stockpile the CCC wool holdings in the form of fabrics and end items, an early announcement by the Department of Agriculture that will protect the market price during the selling of the 1955 clip is expected, President Breckenridge states.

The status of HR-1, carpet wool and public wool land legislation is also briefly set forth by President Breckenridge. (Page 7)

### WHAT CAN BE DONE:

Brief and comprehensive statements from the two large agencies responsible for lamb and wool promotion at present - The National Livestock and Meat Board and The Wool Bureau, Inc., tell of what is being done for the advancement of the sheep industry and indicated what can be done with funds provided under Section 708 or the Self-Help section of the National Wool Act - if a favorable vote is given in the coming referendum.

The Meat Board story is one of TV shows, cooking schools, meat demonstrations, point-of-sale posters, recipe books and other literature, declaring the nutritious and delicious qualities of lamb. Many thousands of homemakers and retailers have been contacted in their program. (Page 16)

Promotion and advertising hold an important key to the future of wool in the United States, The Wool Bureau asserts. At present the Bureau is doing considerable promotion and some consumer advertising. However, the cost of advertising in large-circulation magazines - so necessary in a nationwide campaign - is so high that such advertising can not be included to any great extent under its present limited budget. To insure the future of wool markets, a balanced program of promotion, advertising, publicity, and education is needed. (Page 14) The Self-Help program will make this possible.

### KANSAS CITY SURVEY:

Only 68 percent of high school home economic

## LAMB GAMBOLINGS



### *Gravy Train*

Third in a series of photographs and comments by  
Phyllis E. Wright of Durango, Colorado.

students said they liked lamb in a survey recently conducted in Kansas City. Yet when given an unidentified piece of meat to eat, 84 percent of them said they liked it. The meat was lamb. Again is shown the need for education to break down prejudices against lamb. (Page 9)

### G. N. WINDER TELLS THE LAMB STORY:

The sheep industry was represented in the National Food Conference conducted by Swift and Company in February as a feature of their Centennial celebration by G. N. Winder. (Page 18)

### LAMB BEFORE FIFTY MILLION READERS:

Very tempting lamb dishes were featured in many of the Easter or early spring issues of the big-circulation magazines. Included were Ladies Home Journal, Woman's Home Companion, Better Homes and Garden, McCall's, Sunset, and Everywoman's magazine. This excellent promotion of lamb was secured through the efforts of Cy Cress, director of NWGA's Special Lamb Research and Promotion Committee. The combined circulation of these magazines total fifteen million, which tells the story without further words. (Page 33)

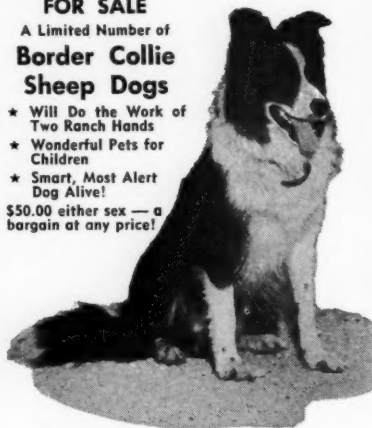
### MIDSUMMER MEETINGS:

The beautiful setting for the midsummer gatherings of the Executive Committee of the National Wool Growers Association and the Council of Directors of the American Wool Council is pictured on page 11. Plans for these important meetings are well under way. (Page 10) These meetings are open and a large turnout of Washington sheepmen is expected.

**FOR SALE**  
A Limited Number of  
**Border Collie**  
**Sheep Dogs**

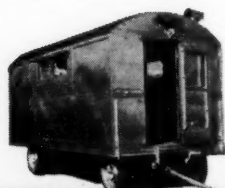
- ★ Will Do the Work of Two Ranch Hands
- ★ Wonderful Pets for Children
- ★ Smart, Most Alert Dog Alive!

\$50.00 either sex — a bargain at any price!



**PETERSON'S STOCK FARM**  
Kerrville, Texas

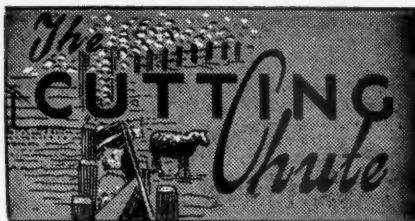
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_  
Sex \_\_\_\_\_ M.O. Enclosed \_\_\_\_\_  
Send C.O.D. \_\_\_\_\_



**SHEEP**  
**CAMPS**

12 and 14 FOOT

**FIVE MODELS WITH NEW CHASSIS**  
One or Two Beds — Pat. 2,701,393  
Business Since 1907  
**Wm. E. MADSEN & SONS Mfg. Co.**  
MT. PLEASANT, UTAH



**1080 POISONS RABBITS TOO**

Australians have found that 1080 poison is very useful in the control of rabbits. A report published in the Western Australian "Journal of Agriculture" said that results in the Manjimup area of Australia with 1080 poison have bordered on the spectacular.

The experiment was carried out from January to July last year. The report states that feed is already beginning to show the benefit of a season free of rabbits.

**AUSTRALIAN SHEEP INFERTILITY**

Infertility in sheep is a major problem in Queensland, Australia, especially in the hot central and north-western wool growing areas.

An International Wool Secretariat report states that the low lambing percentages in these areas result in considerable loss in wool production. Poor lambing limits the natural increase in flocks and makes the job of rebuilding stocks after drought losses slow and difficult.

The average percentage of lambs to ewes mated is as low as 40 percent in northwestern Queensland, while in the

central districts and at the stud farms it is only 50 percent.

**HORMONES AFFECT WOOL**

A New Zealand animal husbandryman conducted experiments in the past two years in which he increased the rate of wool growth on sheep by giving them pills containing a synthetic hormone called L-thyroxine.

The New Zealand Society for Animal Production reports that the annual wool growth rate for the hormone-treated sheep was 15 percent higher than for "control" sheep. So far the tests have been limited to penned Corriedales but they are now going to apply them to 100 Romney crossbred sheep.

The tests were conducted at New Zealand's Canterbury Agricultural College.

**W. G. LODWICK TO MEXICO**

William G. Lodwick, administrator of the Foreign Agricultural Service, has been appointed Agricultural Attache to Mexico, Secretary Benson recently announced.

Gwynn Garnett of Iowa, former director of foreign trade development for the American Farm Bureau Federation, replaces Lodwick as FAS administrator.

**FARM DATA AVAILABLE**

Farm income and price support data is now available from the USDA. Five maps showing State-by-State distribution of farm income from price-supported and non-supported farm commodities were made available on April 10. Information may be obtained by

**about our cover**

Promotion pays off!

Time and time again, industries and business firms have evidenced this fact. . . . They have grown large, and successful nationally . . . mainly from their advertising and promotion efforts. . . . Quality products and service, of course, were needed to keep the buying public coming back year after year—and to keep their business large and profitable.

We all know that the sheep industry has the finest products in the world to offer in the way of food and fiber. These products have only been lightly advertised and accordingly the public is not presently too well informed of their high quality. With funds available after a favorable vote on Section 708, many new and varied fields of promotion could be opened . . . and those already in use could be intensified as needed.

Help yourself . . . vote YES on the Self-Help program, Section 708.

The National Wool Grower

**K-R-S**® Improved  
kills screw worms  
and maggots  
on contact!

use it for dehorning and  
castrating wounds, too!

**CUTTER** Laboratories  
BERKELEY, CALIFORNIA



writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

### NO EXPORT SUBSIDY

Secretary Benson recently reiterated his announcement that there will be no cotton export subsidy during the 1954-'55 marketing season which ends July 31, 1955.

### DROUGHT EMERGENCY

The drought emergency program was reopened by the USDA in three States on March 16. In keeping with previously announced policy, the drought emergency measures are continued where necessary in certain counties of Colorado, Wyoming and Utah.

### NO LONGER SOLICITOR

Title of the USDA's solicitor has been changed to General Counsel, and the office of the Solicitor, now headed by Robert L. Farrington, will be known as the Office of the Counsel General.

In making the change, Secretary Benson said he believed the new title is more nearly descriptive of the work done by that office.

### NEW ZEALAND CLOVER

You should consult your State agricultural experiment station before making seedings of New Zealand white clover! So advise agronomists of the USDA. The suggestion comes as a result of many inquiries about this clover in recent weeks because of published statements about its virtues, many of them erroneous.

### THANKS TO RAILROADS

Secretary Benson recently voiced his appreciation to the Western, Southern and Eastern Railroad Associations for the "special contribution which the railroads have made in helping to relieve distress in drought-stricken areas."

The expression was made in a letter from Secretary Benson to William T. Faricy, president of the Association of American Railroads.

### HOW MUCH MEAT IN '55?

Beef will make up 49 percent of our meat diet this year, according to USDA predictions on meat consumption for 1955. Pork will account for 42 percent; veal, six percent; and lamb, three percent.

Meat production in 1955 is expected to reach an all-time high of 26 billion pounds—beef, 12 billion, 800 million; pork, 10 billion, 800 million; veal, 1 billion, 700 million; and lamb 700 million.

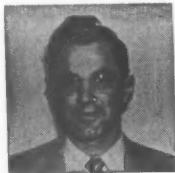
Per capita consumption of meat for the year is expected to be at the highest point in nearly 50 years—156 pounds. Per capita rates for each meat has been forecast as follows: Beef, 76½ pounds; pork, 65 pounds; veal, 9.9 pounds, and lamb, 4.2 pounds.

### J. H. MOOLMAN MARRIES

The marriage of Jan H. Moolman, chairman of the Executive of the International Wool Publicity and Research Fund, and Mrs. Isabel Kruger of Pretoria, South Africa, took place in Pretoria March 26. Mr. Moolman is chairman of the South African Wool Board and chairman of the Board of Directors of The Wool Bureau.

### CALIFORNIAN HONORED

Raymond Anchordoguy, Red Bluff, California, has been selected California's "Sheepman of the Year." A past president of the California Wool Growers Association, Anchordoguy was chosen by a committee of five past CWGA presidents, representing all sections of the State.



Mr. Anchordoguy

President of the California Association, Lloyd Avilla, stated that Anchordoguy was the unanimous choice of the committee of five, all of whom are highly successful wool growers.

### U. P. FEATURES LAMB AGAIN

"Thick . . . Tender . . . Tempting . . . Broiled Lamb Chops" will be the feature attraction on dining car menus of the Union Pacific Railroad during June. Also during that month the Union Pacific will have a full color advertisement featuring lamb chops as served in their dining cars in Holiday magazine. Their use of lamb of course, is not confined to June.

Mr. Earle G. Reed, U. P.'s general livestock agent, says that practically every day during February, when they featured prime ribs of beef, they had broiled lamb chops or roast leg of lamb on their menus.

Union Pacific records show that this promotion has considerably increased the use of lamb by travelers. It is a most commendable job of cooperation.

## National Ram Sale Consignors

### READ THIS



If you are interested in obtaining full benefits at the 40th National Ram Sale, tell a very large group of potential ram buyers about your offerings. And do it ahead of sale time. Many buyers decide whether or not they would like to bid on a certain ram or set of rams before they enter the auction ring.

Through the advertising pages of the NATIONAL WOOL GROWER magazine, you can effectively publicize your



National Ram Sale Consignment to a group of men who own the largest number of sheep in the United States.



Readers of the NATIONAL WOOL GROWER, official publication of the National Wool Growers Association, buy numerous rams each season. When your offerings go through the ring at Ogden's Coliseum on August 18 and 19, most buyers present will be readers of the NATIONAL WOOL GROWER.

Inform them of the quality of your consignment by advertising in the pages of the NATIONAL WOOL GROWER, "The voice of the Sheep Country."



If you have any questions write us at 414 Pacific National Life Building, Salt Lake City, Utah. If you wish, we'll help you in preparing an eye-catching ad that will benefit you come sale time.

## NATIONAL WOOL GROWERS ASSOCIATION

### President

J. H. Breckenridge, Twin Falls, Idaho

### Honorary Presidents

R. C. Rich, Burley, Idaho  
G. N. Winder, Denver, Colorado  
Sylvan J. Pauly, Deer Lodge, Montana  
W. H. Steiwer, Fossil, Oregon  
Ray W. Willoughby, San Angelo, Texas

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Harold Josendal, Casper, Wyoming  
Angus McIntosh, Las Animas, Colorado  
Penrose B. Metcalfe, San Angelo, Texas

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J. M. Jones, Salt Lake City, Utah

### Assistant Secretary

Edwin E. Marsh, Salt Lake City, Utah

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Lloyd Avilla, Red Bluff, California  
Frank Meaker, Montrose, Colorado  
John Noh, Kimberly, Idaho  
A. C. Grande, Lennep, Montana  
B. H. Robison, Ely, Nevada  
John V. Withers, Paisley, Oregon  
Edward Waara, Buffalo, South Dakota  
R. W. Hodge, Del Rio, Texas  
M. V. Hatch, Panguitch, Utah  
Corwin H. King, Yakima, Washington  
Leonard Hay, Rock Springs, Wyoming

### Affiliated Organizations

Arizona Wool Growers Association  
14 East Jefferson St., Phoenix

Robert W. Lockett, President  
H. B. Embach, Secretary

California Wool Growers Association  
151 Mission Street, San Francisco

Lloyd Avilla, President  
W. P. Wing, Secretary

Colorado Wool Growers Association  
Drovers' Bldg., 1408 East 47th Ave., Denver  
Frank Meaker, President  
Brett Gray, Jr., Secretary

Idaho Wool Growers Association  
P. O. Box 2596, Boise

John Noh, President  
M. C. Claar, Secretary

Montana Wool Growers Association  
Livestock Building, 7 Edwards St., Helena

A. C. Grande, President  
Everett E. Shuey, Secretary

Nevada Wool Growers Association  
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B. H. Robison, President  
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John V. Withers, President  
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Texas Sheep and Goat Raisers' Association  
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361 Union Pacific Annex Bldg., Salt Lake City

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J. A. Hooper, Secretary

Washington Wool Growers Association  
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Corwin H. King, President  
Phillip B. Kern, Secretary

Western South Dakota Sheep Growers  
Association

Rapid City  
Edward Waara, President  
H. J. Devereaux, Secretary

Wyoming Wool Growers Association  
McKinley

Leonard Hay, President  
J. B. Wilson, Secretary

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ASSISTANT EDITOR: T. R. CAPENER

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SUBSCRIPTION RATES—Payment of dues in the National Wool Growers Association includes a year's subscription to the National Wool Grower. Dues and subscriptions are received along with state association dues by the secretaries shown for the following states: Arizona, California, Colorado, Idaho, Montana, Nevada, Oregon South Dakota, Texas, Utah, Washington and Wyoming. To non-members \$5.00 per year; 50 cents per copy. Entered as Second Class Matter, January, 1913, at the Post Office at Salt Lake City, Utah, under the Act of March 3, 1879. Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 8, 1917, authorized August 23, 1918.



## In Memoriam:

# PRESIDENT WALLACE ULMER

## A True Leader and Friend



**W**ALLACE Ulmer died in Miles City, Montana, on March 31, 1955. Behind this cold statement of fact lies the severe shock and deep sorrow felt by the many sheepmen who make up the National Wool Growers Association.

While his service as head of the organization was of short duration—only from December 9 to March 31—the influence of his strong desire to work for the welfare of the entire sheep industry will long be felt. He had demonstrated in taking hold of the Association's responsibilities that he would give generously of his time and ability to the solution of the industry's problems and that he would give fair and unbiased consideration to all differences of opinion that might develop within the organization.

Mr. Ulmer had gone to his sheep ranch about fifty miles north of Miles City the morning of March 31. When severe physical symptoms developed, his foreman drove him into Miles City, but he died before the hospital was reached of a heart ailment.

Wallace Ulmer was the son of early pioneers of eastern Montana, George H. and Flora C. Ulmer. The large sheep ranch operation started by his father in the early 1920's was under the active supervision of Wallace. In addition, he early took an active part in the affairs of wool growers' organizations. He was a trustee and member of the Executive Committee of the Montana Association for several years, its vice president for two years, and its official head from 1949 to 1950. His work with the National Association commenced with his

election as one of its five vice presidents in December, 1949. He held that position until last December when he was unanimously elected President.

He allowed no time to elapse before assuming the duties of that position. Association committees were immediately appointed. He called and presided over a special meeting of the Executive Committee on January 7th-8th in Denver, Colorado. At the time of his death, he was making preparations to leave for Washington, D. C. and for calling the Legislative Committee in to session to consider problems facing the industry.

Mr. Ulmer also operated a hardware store in Miles City, was a past president of the Miles City Chamber of Commerce and a member of the Miles City Club, Masons and Elks. He was a 1920 graduate of the University of Pennsylvania.

Wallace Ulmer would have been 59 years old on July 6 of this year. In the final analysis, however, it isn't the number of years in a man's life, but how they are spent that counts. Wallace Ulmer spent his well.

While the sheep industry has lost a valuable leader, the deepest loss is sustained by Wallace's widow, Ruth and his only sister, Mrs. Marion Ulmer Brown. To them goes the sincere sympathy of the officials and entire membership of the National Wool Growers Association.

## NWGA Leaders Salute President Ulmer

**W**E, the people in the sheep raising industry, feel the untimely loss of Wallace Ulmer very keenly. The fact that he was elected to hold the highest office in our Association speaks more eloquently than mere words, of the position in which Wallace Ulmer was held in our minds. As our President, he was giving most generously of his time and effort to further the cause of our industry. I am sure that all of us join with his hosts of friends in other walks of life in expressing our sincere sympathy to his wife and family.

—J. H. Breckenridge, President  
National Wool Growers Association

**I**T was indeed a serious shock to me to hear of the death of Wallace

Ulmer. With his great interest in the welfare of the members of the sheep industry and their organization, his ability and pleasing personality, I had great hopes of his pulling our Association together and making some progress. During the short period of his presidency, there was every evidence that these hopes would have been fulfilled. We shall all feel the loss of Wallace Ulmer most keenly.

—Ray W. Willoughby  
Honorary President, NWGA

**H**AVING worked with Wallace Ulmer so much, I find it hard to realize his untimely passing. With the welfare of the sheep industry uppermost in his mind and his heart, I know that he has worked diligently and unselfishly to further our interests. Not the talkative type he spoke but little; he gave careful consideration to any problem and when he spoke it was with the voice of authority which we all heeded.

As the newly elected president of the National Wool Growers he, no doubt, had many plans for the future, and his advice and counsel will be sorely missed.

I can only express sorrow and regret, sorrow at the passing of a friend, regret for the sheep industry for the loss of a leader.

—W. H. Steiwer  
Honorary President, NWGA

**I**T was my pleasure and privilege to know Wallace Ulmer intimately and well. He made friends easily and these friendships grew stronger with time. They lasted well.

Wallace Ulmer was successful in his many undertakings. He was a successful business man, a good sheep operator and, more than that, he was a student. He knew the problems that face the growers of today. He will be missed in the affairs and councils of the Association. His advice was always sound, always fair.

Although many factors combined to make the recent years most difficult and trying, Wallace Ulmer never lost faith or confidence in the future. We will miss his leadership.

—Sylvan J. Pauly  
Honorary President, NWGA

**I**N the passing of Wallace Ulmer the West lost one of its finest citizens.

Wallace was a man of exceptionally high principles and great dignity together with great personal charm.

The sheep industry will miss the fine leadership of this man who was taken right in the prime of his life.

—G. N. Winder

Honorary President, NWGA

**T**HE sudden passing of Wallace Ulmer so soon after his appointment to preside over the National Wool Growers Association was a stunning shock to our membership. There is no doubt in my mind that President Ulmer would have been a worthy presiding officer to guide the destiny of our industry. Wallace impressed men with his sincerity and his intense desire to get things done. He was a tireless worker, eager for accomplishments and improvements, yet he was at all times approachable and humble—willing to listen to the opinions of other people.

His presence in any group inspired confidence, his congeniality discouraged dissension and replaced it with harmony and cooperation. Although the passing of President Ulmer leaves a gaping hole in the ranks of the National Wool Growers, he left us many pleasant and instructive memories, and we have the consolation of knowing that this world is a happier place to live in and we are better people because he was here.

—Don Clyde

Vice President, NWGA

**W**E were greatly shocked to learn of the sudden death of Wallace Ulmer. His leadership will be missed by all of us.

The most outstanding feature of Wallace's life and service to our industry was his passion for fairness. He was one of the most conscientious men we have ever known. He made a supreme effort to hear everyone and to give every consideration to any problem. He worked hard at whatever he undertook. He was a student of the problems of the industry. We remember especially Wallace's good cheer and friendliness.

We extend our deepest sympathy to the Ulmer family and share with them the sense of loss of a fine man.

—Harold Josendal

Vice President, NWGA

**T**HE National Wool Growers Association and the sheep industry has sustained a great loss in the death of Wallace Ulmer. His qualities of leadership and his knowledge of the current problems of the industry will be greatly missed.

—Angus McIntosh

Vice President, NWGA

**W**HEN the Association lost Wallace Ulmer, it lost an able leader, a clear and cogent thinker and an unselfish, unceasing worker.

In all the years I have known Wallace, I have been impressed with his inherent honesty of purpose and his love and deep concern for the welfare of our industry.

—Penrose Metcalfe

Vice President, NWGA

## In Memoriam

### DONALD S. CAMERON

**D**ONALD S. Cameron, prominent Oregon sheep and wheat rancher, died in his sleep April 18 at his home in Pendleton. He had been hospitalized recently as a result of a heart attack but had been up and around for two weeks following his release from the hospital.

Mr. Cameron had been associated with the Cunningham Sheep Company, famous for its Rambouillet sheep, and one of the oldest and largest ranching organizations of Umatilla County since 1910. In 1920 he and Mac Hoke obtained an interest in the firm. Fred Falconer owned the largest portion of the company's stock until 1933, when a division in the holdings of the company was made, and Mr. Hoke and Mr. Cameron assumed control of the Umatilla County interests.

Mr. Hoke died in 1945 and Mrs. Hoke became president of the corporation. She and Mr. Cameron remained the principal stockholders of the Cunningham interests which included four organizations: Cunningham Sheep Company, Pendleton Ranches, Mud Springs Inc., and Cunningham Sheep and Land Company. Mr. Cameron was vice president of all four companies and had full partnership in the firm of Hoke and Cameron.

Mr. Cameron was a member of the Presbyterian Church, of the Oregon Wheat Growers League, Oregon Wool Growers Association, Umatilla Farm Bureau, Pendleton Chamber of Commerce, Kiwanis, Eagles and Masons, and Pendleton Country Club. At the time of his death, he was a director of the Northwest Livestock Credit Association and had served as a director in other organizations.

W. E. Williams, president of the Portland Union Stock Yards Company, who sent the notice of Mr. Cameron's passing to the NATIONAL WOOL GROWER pays this tribute to him:

"Donald's passing is a big loss, not only to the Cunningham Sheep Company, but to the entire livestock indus-

try in the State of Oregon. He was one of those quiet fellows who shunned publicity but was a strong supporter of the industry. His judgment was sound and without ever being the president of the Oregon Wool Growers Association, he contributed more than his share to it."

### ARTHUR C. B. GRENVILLE

**W**ORD of the passing of Arthur C. B. Grenville of Morrin, Alberta, Canada, on March 10 of this year has just reached the NATIONAL WOOL GROWER. As a Suffolk sheep breeder and long-time consignor to the National Ram Sale, Mr. Grenville was prominent in sheep circles in both Canada and the United States.

Rams from the Grenville flock have been sold in the National Ram Sale since 1947 with the exception of last year when a United States embargo against Canadian flocks on account of scrapie prohibited their entry. (We understand that the embargo has now been lifted against the Grenville flock.)

Mr. Grenville, held as a great leader with sound judgment by those who knew him well, left his quality flock of sheep to his son, Douglas Grenville, and his son-in-law, Harold Trentham. They will operate under the firm name of Grenville and Trentham.

### MRS. ALICE G. SMITH

**M**RS. Alice Greenwood Smith, 72, widow of David Smith, prominent Utah banker and sheepman, died in Salt Lake City on April 5, 1955, following a long illness. After the death of Mr. Smith, she continued to carry on his sheep business and in addition to various civic and religious activities, had served as president of the Salt Lake Chapter of the Utah Wool Growers Auxiliary.

### THREE TOPMAKERS MERGE

The Draper Top Company, Walker Top Associates, and Arthur I. Darmon Company have recently announced that they will operate as one firm in the future. Their new name is Wool Top Company.

### GOLDEN SHEEP

Probably the most valuable truckload of sheep ever to travel in New Zealand, left there for transshipment to South America recently. The sheep were stud Romneys, bought from Hawkes Bay and West Coast breeders at a total cost of £45,000 (\$125,325) for 54 sheep.



## Your President Reports from Washington

by J. H. BRECKENRIDGE, President

National Wool Growers Association

April 23, 1955



I am writing this in Washington after a week of conferences held by your industry representatives with people here. Let me stipulate at the outset that it, of course, goes without saying that we have missed more than we can say, the fine leadership and judgment that Wallace Ulmer would have given us had he been here as he had planned. We have used the program he had developed because we found no reason to change it.

It had been my hope to have a meeting of the Executive Committee prior to coming here; however, weather made that seem highly impractical, if not impossible. Too many members were snowed or "dusted" in. The same problems arose in connection with trying to hold a meeting of the Legislative Committee. Therefore it was decided that Vice President Penrose Metcalfe, Casey Jones and I would come here Monday, April 18.

I now know what they mean when they talk about the "marble halls" here. April 18 seems six months and 14 pairs of shoes ago. I think that our meetings here have been fruitful. The three of us have attended most of them together. Byron Wilson has been here attending a meeting of the Wyoming Natural Resources Board, and he attended some of our conferences when he was not busy with his other meetings.

Conferences with Senator Barrett resulted in a Pentagon meeting with the Statistical and Inventory Division of the Defense Quartermaster with respect to the inventory position of wool materials and end items. Unfortunately for us, it appears that General Higgins' statement before the conference called by Senator Barrett (February 1955) turned out to be misleading as far as we are concerned. An analysis of the Defense Department figures would show the following:

Total requirements on the basis of pounds of clean wool equivalent on M-Day (Mobilization Day) is estimated at 260.9 million clean pounds. Total assets on July 1, 1956 (M-Day) is estimated at 360.5 million clean. As estimated by the Defense Department, this would result in an M-Day overage of 45.6 million pounds clean wool equivalent. During the

fiscal years 1955 (almost gone) and 1956 request for procurement is estimated to total 17.4 million pounds. Of this approximately eight million pounds has already been requested leaving about nine million pounds for future orders. Therefore, it is readily seen that it would be most difficult to dispose of the CCC wool inventory to the Defense Department and further they can't be counted on to take any appreciable quantity of wool in the near future under present plans.

In light of the above the Government wool inventory takes on an aspect which deserves serious consideration so that the best approach to the disposal of the wool inventory can be made in order to least interfere with the marketing of the 1955 domestic clip. Your representatives have personally presented to Secretary Benson, Assistant Secretary McConnell and his staff a proposal for the extension of the present price selling policy of 103 percent of the loan value plus sales commission from May 31 to October 31, and after that date to enter into a realistic selling policy of the CCC stockpile.

The purpose of such a proposal is an attempt to protect the market price for the 1955 clip just as long as possible. It is realized that because of pressures on the Department for sale of surplus commodities and the fact that the wool stockpile should be disposed of as soon as practical and to carry out the announced intention of Secretary Benson to sell within a two-year period, plans will have to be formulated for orderly disposal after October 31. We have good reason to believe that our proposal for extension of the present selling price policy will be granted and that announcement will be made very shortly.

The rumored proposal by the Boston Wool Trade that Secretary Benson intends to sell 14 million pounds or some such amount of CCC inventory per month in our opinion will not prevail. It is realized that such a rumor would have a "bearish" effect on the market, and we believe it should be stopped as soon as possible.

We have checked the status of Congressman Harrison's bill to remove the tariff on wools imported for use in carpets. The House Committee has called for reports on the bill but they have not come in and probably won't be in for at least a month. We understand the Department of Agriculture is sending in a report adverse to the bill. Very likely nothing will come of the bill at this session.

The efforts by the National Retail Dry Goods Association to change the Wool Products Labeling Act are still continuing. They may get a bill introduced at this session, but it is extremely doubtful if hearings will even be held.

The Senate Committee will probably report favorably on H. R. 1 early this week. Those opposing a decrease in tariff are increasing in numbers, but it would be a near miracle if we should prevail now. However, at this writing, it appears that the escape clause will be stronger than we had at first thought. It won't be as strong as we want, but it may be better than we had hoped for.

Several executives of large chemical and electrical companies have been here together with representatives of labor, all of them opposing H. R. 1.

If the Senate bill is stronger than the House bill, then there is a good chance that the Senate thinking may prevail in the Conference Committee. Because H. R. 1 had such a hard time passing the House, the members could be a little bit scared and more willing to accept the Senate version.

The Board of Directors of the American Sheep Producers Council asked consideration for a June vote by producers on the Self-Help program of the National Wool Act, and the timing of informational material to assist in securing a favorable vote has been geared to that date.

Secretary Benson, in a conference with us, indicated his interest in having an

early summer vote, but because of the work load now placed on the County Stabilization and Conservation Committees (ASC), it has been determined advisable to hold the referendum at a later date. There is a tentative agreement (although not official) to hold the referendum August 1 through August 20, 1955. It is our belief that this date will be confirmed shortly.

I sincerely hope that each and every one of you will do all that you can to secure a favorable climate for the vote on this very important measure, Section 708. It will, of course, be up to the various State Associations to carry on the work for their State. The National Office will be happy to help in any way it can and will appreciate receiving everyone's ideas on how to accomplish our objective.

Much time and effort has been spent this week on work with respect to the forest grazing bill and its possible introduction. Members of the industry and Senator Barrett have made their recommendations to the Department of Agriculture.

Wesley D'Ewart, Special Assistant to Secretary Benson, attorneys for the Department and Forest Service personnel have met with livestock interests in an effort to develop a bill satisfactory to the various parties. At the weekend one main problem—that of the Arbitration Board of Appeal and who could appeal to them—had not been settled.

Your representatives feel that the settling of this issue is a Forest Service problem and inasmuch as it is to be an Administration measure, the working out of the problem should now rest with the Department.

It is anticipated that the Department's decision will be made before too long. We will then get the measure to you growers to be studied and we believe that it will be quite similar to the measure passed twice by the Senate last year and will be reasonably satisfactory to all livestock interests.

The House Interior and Insular Affairs Committee has set May 4 as the date for beginning of hearings on Congressman Metcalf's bill to amend the Taylor Grazing Act for the benefit of the wildlife interests. When it is determined the interest our industry may have on this bill, a report of it will be sent to you.

Hearings will be held shortly on a bill known as the remedy for fraudulent mining claims. It has the backing of all primary interests, including Government departments, the American Mining Congress, livestock men, wildlife interests and others.

Many of our Western Senators and Congressmen are supporting this measure. For example, Senators Anderson,

Barrett, Bennett, Watkins and Aiken are sponsors. We will continue to keep you informed upon it.

I think that being here in Washington working on industry problems brings more forcibly to one's attention the fact that our Association can succeed in helping our industry only when we are all pulling together. It is my sincere hope that we can all continue to do this and that we can go forward together in unison.

## Survey Shows That Wool Is Still Favored

MEN'S wear retailers across the Nation are convinced that 100 percent wool suits offer the consumer more for his money than suits made of synthetics or synthetics mixed with other fibers, a survey of leading men's clothing stores has revealed.

Replying to the survey, 86 percent of the retailers said all-wool suits are the consumer's best buy. Only ten percent voted wool blends the best investment, and less than one percent gave their vote to suits made of 100 percent synthetics or synthetics mixed with fibers other than wool.

A total of 708 key retailers replied to the survey, which was conducted through the department of economics and statistics of The Wool Bureau. The study sought to determine important fabric trends in men's clothing, and the factors which influence the consumer's buying habits.

More customers "always" or "frequently" demand all-wool suits than ask for suits of other fibers, retailers said. "Quality," "good looks" and "long wear" are the principal reasons why customers want all-wool suits, they stated. More than two-thirds of all respondents listed each of these factors as being the major selling points for wool apparel.

### Trend to Casual Clothes Is Noted

Increased stocking of sport coats and slacks for spring, 1955, was the dominant trend in the purchasing policies of men's clothing retailers, the survey showed. Sixty-four percent of the stores reported that they are stocking more sport coats this year than last, and 52 percent said they were offering more slacks.

The sharply higher trend in the stock-

ing of sport coats was accompanied by a decided shift in favor of 100 percent wool, and away from fabrics made of blended or all-synthetic fibers.

In addition to giving replies to questions, survey respondents commented on their impressions of customer reactions to fabrics made of various fibers. In reply to a question on customer complaints about various fabrics, most comments on 100 percent wool were "hardly any complaints" or "never any complaints." One retailer said, "We stock only 100 percent wool or wool and silk suits." Another stated, "We sell 100 percent wool worsted suits and have no complaints."

Among retailer comments on why customers ask specifically for all-wool was: "In good quality, all-wool gives better satisfaction." Other retailers said: "They do not ask for all-wool; they expect it," "We are going back to 100 percent wool fabrics. There is no substitute for wool," and "All-wool is always satisfactory."

## Texas Rambouillet Sale Set for June 16-18

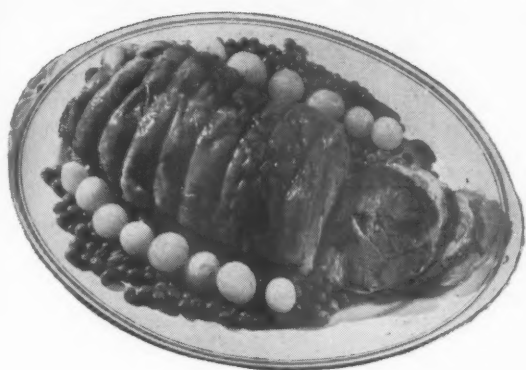
REGISTERED Rambouillet sheep breeders will hold their 19th Annual San Angelo, Texas, Ram Sale at the San Angelo Fairgrounds June 16, 17, and 18. The sale is sponsored by the American Rambouillet Sheep Breeders Association.

The same committee of registered Rambouillet breeders who conducted last year's sale will again be responsible for handling sale details, with the addition of two new members, Louis A. Bridges of Bronte, and T. A. Kincaid, Jr. of Ozona. R. O. Sheffield, Association President from San Angelo, was re-elected chairman of the committee and sale manager. Other committee members are John Williams, Eldorado; Clyde Thate, Burkett; Pat Rose, Jr., Del Rio; L. F. Hodges, Sterling City; Dempster Jones, Ozona; Miles Pierce, Alpine; H. C. Noelke, Jr. Sheffield; Leo Richardson, Iraan; Louis Tongate, Brookesmith; and Carlton Bierschwale, Segovia.

Sale procedure will be as in previous years. Stud rams will be rated No. 1 or No. 2 quality. A breeders' committee will select the pens of A-B-C rams, which are sold with the buyer privileged to take all or any part of the pen.

The sale starts promptly at 10 a.m., Saturday, June 18. Approximately 300 rams are expected to be consigned from the Nation's leading registered Rambouillet flocks.





## "DO YOU LIKE LAMB?"

Kansas City students answered this question, then ate some unidentified meat. Result: reactions don't jibe.

**E**IGHTY-FOUR percent of the Kansas City high school home economics students participating in a taste test survey said they liked the unidentified meat they were served.

Since the meat was lamb, the important finding in the survey was that only 68 percent of the same students had answered Yes to the question: Do you like lamb? Moreover only 39 percent correctly identified the meat as lamb.

Another three percent of those questioned stated they had never eaten lamb. While 32 percent had given a negative reply when asked if they liked lamb, only 16 percent said they did not like the meat they were served—which was lamb. This would indicate that many who said they do not like lamb actually are not familiar with it. It is possible that the three percent figure is low as some students who have not eaten lamb may have simply answered No to the question, "Do You Like Lamb?"

Another important fact is that 80 percent of those questioned said they liked the meat for its flavor. Sixty-nine percent liked it for its tenderness and 76 percent for its juiciness. Sixty-seven percent stated that the meat was cooked just right, 31 percent thought it was not done enough and two percent thought it was too well done.

### Meat Served Hot

Since the meat was served hot to 17 different home economics classes in different schools at different times, there could easily have been some variation in the matters of tenderness and juiciness as well as the degree of doneness, in spite of the fact that all the meat was prepared by the same method and with the use of a meat thermometer. Also it must be considered that individual preferences differ in regard to tenderness, juiciness and degree of doneness.

The possible variations in the preparation of the lamb would not appreciably affect its flavor, however—provided it was served hot and not lukewarm.

It may be concluded then that most of the students participating in the taste survey actually approved of the basic flavor of lamb, regardless of the fact that only 68 percent stated in the questionnaire that they like lamb.

Other findings in the survey were that 96 percent of the students said they like beef, 91 percent said they like pork and 79 percent said they like veal. Another two percent said they had never eaten veal.

While 39 percent identified the meat as lamb, 37 percent identified it as beef. This is important because of the large percentage who stated they like beef. Ten percent identified it as pork and 14 percent as veal.

### Mostly Freshmen

Broken down into groups, 37 percent of those questioned were freshmen; 26 percent, sophomores; 18 percent, juniors; and 19 percent, seniors.

Some 606 students ate the meat and answered the questionnaires. Roast leg of lamb was used in the survey.

Besides bringing out facts concerning the tastes of high school age students, the survey accomplished two other important things. First, it made the students more conscious of the good eating qualities of lamb as a food; second, they also learned the proper method of preparation—since after tasting the meat and filling out the questionnaires, the students observed a cooking demonstration in which leg of lamb was used.

Special stress was placed on the fact that lamb must be served either hot or cold—never in-between.

The home economics teachers giving the demonstrations had earlier partici-

pated in a similar taste test and cooking demonstration conducted by Miss Lucille Harris of the National Live Stock and Meat Board in cooperation with the National Lamb Feeders Association.

### Adults Like Flavor

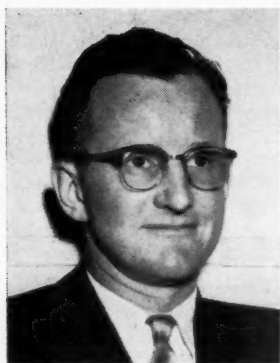
Thirty-four adults with home economics training, including the teachers who staged the taste survey and demonstrations in the high schools, participated in the adult survey.

The important finding here was that 100 percent of the adults liked the flavor of the lamb they were served, regardless of how they felt about its tenderness, juiciness or doneness. Ninety-one percent liked it for its tenderness and the same percentage liked its juiciness. Seventy-four percent thought it was cooked just right and 26 percent said it was not done enough. This would indicate a difference of individual preference, showing a tendency among some women to prefer their meat cooked quite well-done.

As in the student taste test, the adults were not told what kind of meat they were being served. Seventy-four percent identified it correctly as lamb, 17 percent as veal and nine percent as beef. This indicates that these home economics-trained adults are more familiar with all the meats. Those who identified it as veal or beef had more substantial reasons for making that choice than the students, since they all detected that it was meat from a young animal. Most of them saying beef qualified their identification by stating that they thought it was baby beef.

Ninety-seven percent said they liked the unnamed meat they were served. All of those answering the questionnaires stated that they liked beef, lamb, pork and veal.

The over-all conclusion is that both the students and the adults very definitely like the flavor of lamb when it is properly prepared.



PRESIDENT BRECKENRIDGE

## YOUR NEW NWGA LEADER

# J. H. Breckenridge Elected President

**T**HE efficient functioning of the National Wool Growers Association has been forcefully demonstrated in the unfortunate need for a change of leadership between conventions. With the sudden passing of Wallace Ulmer, who had been president since December 9, 1954, it became the duty of the Executive Committee under the Association's constitution to select his successor. When notified of this duty, their reaction revealed such unanimity in their thinking that it was not necessary to call them in to a formal meeting, and J. H. Breckenridge of Twin Falls, Idaho, was elected by a polled vote to serve as president of the National Wool Growers Association until its next annual convention. Announcement of his election was made on April 11, 1955.

Mr. Breckenridge, first of all, is a successful sheepman. He runs a flock of some two thousand sheep on 4,400 acres of owned land in the early lambing area near Ketchum, Idaho. Secondly, he is a strong organization man. He began his service back in 1945 when he was elected vice president of the Idaho Wool Growers Association. After two years in that position, he was selected to head the Idaho organization from 1947 to 1949. In the latter year, he was elected by the National Wool Growers Association as one of its vice presidents, and has served in that post continuously since then until his recent election to the presidency.

Recognition of his practical knowledge of the sheep business and its problems and his prominence led to his selection by the United States Department of Agriculture as a member of its Wool Research and Marketing Advisory Committee. In that capacity and also as a vice president of the National Association, Mr. Breckenridge has spent considerable time in Washington, D. C., the past several years. He is also a member of the Foot-and-Mouth Disease Advisory Committee of the USDA. He has a very thorough understanding of all legislative matters affecting the

sheep industry as well as practical production problems.

President Breckenridge resides with his wife and four children in Twin Falls, Idaho, where he has been prominent in civic affairs.

While Mr. Breckenridge is the youngest of the National Association officials, he has served as vice president longer than any of the other men filling that position at present. We believe, too, that he is the youngest man ever to be elected as president of the National Association. His unanimous selection by the Executive Committee—men chosen by the members of the 12 State wool growers' associations affiliated with the National—testifies to his high qualification to head the National Wool Growers Association.

## Australian Flood Loss Estimates Modified

**E**STIMATES of the loss of approximately 300,000 sheep, including valuable stud stock, in the current New South Wales floods have been considerably modified, and the effects of the floods on world wool trade will be slight, the Australian Wool Bureau reported in a statement on March 11 to The Wool Bureau in New York.

The Australian Wool Bureau says that the floods dealt a major setback to New South Wales wool growers, whose 56,900,000 sheep make the state Australia's major wool producing area.

Some growers were hard hit by the floods, and the loss of many ewes will be reflected by a drop in lambing percentages. The reduction of the 1955-56 wool clip will be negligible, however, the Australian Bureau stated.

Floodwaters from the seven major river systems in central and northwestern New South Wales swept away houses, station buildings, crops and hundreds of miles of fencing, the Australian Wool Bureau stated.

A million sheep in riverside properties were endangered.

A program was set up, the Bureau said, to save weakened sheep stocks from disease. Airlifts of fodder to combat starvation were employed.

## Come to Summer Meetings And Bring Your Family

**T**HIS is the slogan for the midsummer meetings of the Executive Committee of the National Wool Growers Association and the Council of Directors of the American Wool Council, Inc.

Yakima, Washington, is the place. June 27-28 is the time.

The Washington Wool Growers Association officers and members will be your hosts. They are planning some very delightful affairs for the wives and children. The time of committeemen and directors as usual, will be taken up with progress reports on industry problems and decisions on future actions.

The NWGA Executive Committee members will gather at 9 a.m. on June 27 in the East Harvest Hall in Yakima's beautiful Chinook Hotel. Included in necessary action by the committee is the selection of a vice president to fill the vacancy caused by the elevation of J. H. Breckenridge to the presidency.

June 28 will be turned over to the Council of Directors of the American Wool Council, Inc., with President W. H. Steiwer presiding.

The importance of full representation has been stressed in the call for these meetings. The agenda for the two days will, as usual, be very full.

A block of rooms at the Chinook Hotel has been set aside for the committeemen and directors and their families. Reservations except for those residing in Washington should be made through the National Wool Growers Association office at 414 Crandall Building, Salt Lake City, Utah. They should be made as early as possible.



Officers of the Washington Wool Growers Association, pictured above, will act as hosts for the midsummer meetings of the Executive Committee of the National Wool Growers Association and the Council of Directors of the American Wool Council. They are, from left to right, Philip B. Kern, secretary; George K. Hislop, vice president; and Corwin H. King, president. Meetings will be held in Yakima, Washington, on June 27 and 28.



# Yakima Midsummer Meetings, June 27 - 28



Yakima Valley—"The Fruit Bowl of the Nation." Of the 3,072 counties in the USA, Yakima ranks first in production of apples, pears and hops—fifth in total agricultural production. Studded with trees and rimmed with rolling foothills and towering peaks, it's a beautiful bowl, too.



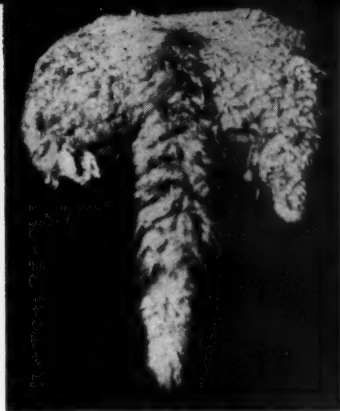
Mt. Rainier National Park—378 square miles of superlative mountain grandeur—is within 100 miles of Yakima, its eastern gateway. Here the extinct volcano, Mt. Rainier, lifts its magnificent, perpetually iceclad head 14,408 feet above sea level. A tremendously moving and uplifting sight!



This is the Chinook—Yakima's very new and commodious hotel. A section of it is being reserved for the NWGA and AWC committees and their families, June 27 and 28. Make your reservations through the National's office.

Yakima is a city of attractive homes, set in green lawns and flower gardens, along broad, tree-lined streets. It lies on the Yakima River; altitude, 1069; population, around 40,000. Food processing and packing is listed as its leading industry, but it is also the home of many prominent Washington sheepmen. Pictured above is Main Street, Yakima and the Chinook Hotel.





Santa Cruz Island lambs carry full woolled tails.

**SANTA CRUZ** is the largest in a chain of eight islands lying about 15 miles south of the city of Santa Barbara and almost due west of Los Angeles, California.

Its area is 60,740 acres characterized by a wide diversity of terrain from sea level to over 2,400 feet, and varying from gently rolling hills to deep, rocky canyons that cannot be traversed by a man on horseback. The climate is equable with an average minimum temperature of about 49°F, an average maximum of 71°F, and a rainfall of 18 inches a year.

How long domestic sheep have inhabited the island is not known, but probably for a long time. It was the custom of the Catholic padres who founded California's missions, to keep livestock and teach the native Indians to care for them. It is certain that sheep husbandry was fostered by the missions. Although no mission was ever established on Santa Cruz Island, Catholic officials considered putting one there and in 1769 discussed transferring the Indians resident on the island to the mainland.<sup>1</sup> It seems not only possible but probable that a few sheep were there at the time.

In the 1840's Santa Cruz Island was sold to an English firm and made into a livestock ranch, and the manager imported purebred animals of many kinds, particularly sheep.<sup>2,3</sup> A newspaper reporter, writing in the *Sacramento Union*, September 29, 1858, mentions seeing on the Island a "young monster Merino ram—covered to the hoofs with close fine wool—he is of the improved French Merino."<sup>3</sup> From this it may be inferred that the sheep being sought after were what are now known as the Rambouillet breed, (which used to be called the French Merino) although the present day animal is vastly superior to those then obtainable. The important point is that they were Merinos.

By 1868 the Island carried 30,000 head. It was continued as a commercial sheep ranch until 1939 when Mr. Edwin Stanton, who controls all but 6,000 of the more than 60,000 acres, decided to dispose of the sheep and convert his property to cattle. He had previously

## THE SHEEP TAIL MYSTERY

by J. F. Wilson\* and Earl Warren, Jr.\*\*

taken from the mainland in two years over 10,000 Merinos and turned them loose on the Island in the hope they would make the native stock more docile, a project which failed when the new arrivals quickly reverted to the habits of the wild ones.<sup>4</sup>

In 1939 a systematic round-up of sheep was begun; 35,000 of them were caught and sold, another 20,000 roaming the inaccessible ravines and cliffs were shot. Today, after years of shooting sheep at every opportunity, it is estimated that about 10,000 head are still there and the number seems to be static. These figures are a testimonial to the carrying capacity of the land. They also show that the sheep have reverted to the instincts of the wild animal and numbers of them can successfully elude the hunter.

There is no assurance that all the sheep on the island are of completely pure Merino ancestry despite the large numbers of Merinos introduced when it became a commercial sheep ranch.

Early day Spanish and other explorers often carried live animals aboard their ships to be slaughtered en route to our shores. Colonies were established on Puerto Rico and numbers of sheep were taken there from Europe. Colonies were also established in Panama. In 1531 Pizarro sailed from the Bay of Panama on his third expedition for the conquest of Peru and after its subjugation sheep were taken there from Panama. No doubt settlers moving north also took sheep with them.

In 1892 our Government published a history of the sheep industry of the United States.<sup>4</sup> Of the animals then being raised, the statement is made, "Old writers and those who base their statements on old authorities speak of these sheep first introduced into Mexico, Florida and California as the Merino sheep, sheep of Castile, or the best sheep of Spain, but some recent writers affirm that they were not the Merino but the common sheep of Spain." At that time the "common" sheep of Spain was the Churra, an unimproved type with a coarse, hairy fleece that would today be used for carpet manufacture.

Whatever the lineage of the present stock on the island, they must inevitably have a large infusion of Merino blood and most of them must be prac-

tically pure Merino. The shape of the head, size and set of the horns on the males, and above all the extreme fineness and character of the wool, admit no other conclusion.

The most peculiar characteristic of these animals is that the wool covering the tail and tail-head of the older ones is so short compared to the length on other parts of the body. This peculiarity has been noted among all the sheep of both sexes more than a year old. When a lamb is taken, its tail is always covered with wool; when an older one is taken, the tail is never covered with it, but appears about as it would had the tail been machine shorn a week or two previously. The covering is there, but it is very short.

Approximately 6,000 acres of the Island belong to the Gherini family. No attempt has been made there to eliminate the sheep. An opportunity was afforded to examine a considerable number of lambs on that property. All had wool on the tail. One lamb carried a fleece of 64's (fine) quality; the rest were 70's or finer. These lambs were bare-bellied, and the fleeces were heavily invaded with kemp.

On the Gherini property, still being run as sheep ranch, many of the sheep had been docked and none of these showed evidence of having chewed or stripped any wool from around the tail stub.

In Maryland in 1750 the sheep were "nearly all of one breed, of which not one could be found in 1800.—They were called rat-tailed sheep from the tail being small and round."<sup>4</sup> It is conceivable that these and their progenitors had found their way from northern Germany where today the rat-tailed East Friesian Milk Sheep (*Ostfriesischen Milchschaft*) is kept in considerable numbers and prized for its extraordinary fecundity and high milk production. But the rat-tail of this animal is congenital and asserts itself in the lamb as well as in mature sheep. Furthermore, the tail has no short covering at all; it is almost completely bare, quite like the tail of a rat. The fleece on other parts of the body is coarse and rough, showing no similar-

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ity to that of the Merino. Thus, it hardly seems plausible that the tail characteristic of the Island sheep could have sprung from this source.

There remains, then, the question of how the wool on the tail of the wild Merino sheep on the Island gets short and stays short while the fleece on the body proper continues to grow.

Do the animals gnaw the wool from each others tails?

Do they rub the wool off against the rocks or brush?

Is it an inherited character?

Is it possible for a sheep to twist its head back far enough to pluck the wool from its own tail?

There are too many gaps in the evidence to allow definite conclusions to be reached. It is possible only to present the arguments pro and con. Studies were made largely on six animals shot by Warren and on about 25 pelts



All older sheep taken on the Island have their tails neatly stripped, although they are not bare. This sheep had a staple length of about nine inches, the wool grading 80's. It was probably at least six years old when killed.

of sheep that had been killed by others. In addition, the testimony of men who had been on the Island a long time, and that of others, was obtained.

If the sheep removed the tail covering by stripping each other, it would be the first instance of which we are aware of a mature domestic animal worrying over the welfare of any other than itself. Horses occasionally nibble at each other's necks, apparently for pasture, but the ovine species is not given to having fun except during the first few weeks after birth when they may gambol on the green. Many ewes of various improved breeds have been known to chew the tails off their own lambs and effectively dock them, but there seems to be no recorded observation of a ewe stripping the wool from the tail of her lamb and leaving the tail itself intact. Furthermore, the tails of the Island lambs are full woolled.

If the sheep removed the wool from the tail by rubbing against large rocks, trees or bushes, the rubbing action would surely give a bevelled appear-

ance where the tail joins the body. This is not the case; the line of demarkation in staple length at the tail head is very sharp. Furthermore, if the sheep rubbed it off, it is hardly probable that the short covering on the tail would be uniform throughout its entire length, which it is. Voluntary control of the caudal appendage is restricted to the extreme upper segments of it, and the animal would have no way of holding most of its tail in position to rub the wool off uniformly.

The evidence against a genetic explanation has been discussed and affords no clues that are satisfactory. Thus, it seems most logical to assume that these sheep, once domesticated but now reverted to the wild type, strip the wool from their own tails as an instinctive protection from fly-strike or irritation. If they do, the act must be repeated by the animal since the wool on the tail is always short no matter what its length on other parts of the body.

There are some arguments against this inference. First, and foremost, no one has ever seen one of these sheep in the act of stripping its own tail. Until one has been observed actually performing the rite, no positive conclusion can be drawn.

Mr. Homer Brown of Dixon, California, had purchased a small number of the Island ewes after the big round-up, and we were able to find two of them among his range flock. They had been docked and had tail stubs only a couple of inches long. While they still exhibited many of the characteristics of wild animals in their behavior toward men, there was no evidence that any wool on what remained of their tails had been stripped off. One of these ewes had a fleece of 80's count, the other of 70's, unmistakable evidence of Merino blood. The body weights were estimated at 80-85 pounds.

Mr. Brown said that while the Island sheep were small and produced light fleeces of very short staple length, they had been profitable to own. Showing no visible signs of pregnancy near the lambing season, these sheep often disappeared on the mountain range and were presumed lost or dead. Later they would turn up again with husky lambs at side that had been kept hidden from sight for several weeks. Their habit of hiding themselves and their newborn lambs made them more difficult prey for dogs, coyotes and wild-cats than their more domesticated confreres. It was noted that these little animals could negotiate a four-and-one-half-foot fence with the ease of a deer. On another property managed by Mr. Brown, Warren observed two more Island ewes, and these had their tail stub stripped.

Mr. John Imhoff, former superintendent



Two-year-old East Friesian Milk Sheep. The woolless tail of this breed is an inherited character.

ent for the present owner of most of the Island, does not think the sheep strip themselves.<sup>5</sup> He avers that the denuded tail is either congenital or caused by the same kind of metabolic disturbance that is responsible for shedding or casting the fleece in sheep of all kind.

It is true that some breeds, like the Wiltshire Horn of England, the native sheep of Mongolia, and others completely shed their fleeces in the spring. Some breeds, like the Welsh Mountain, have a strong tendency toward shedding if they are not shorn. But most of the improved breeds, and the Merino in particular, do not shed unless they are subjected to a severe physiological upset from fever, sudden change of feed, starvation, or overfeeding.

Many of the Island Merinos are almost bare on the belly and sometimes there are bare patches on the sides. This condition may be caused by their movements through brush and cactus both of which abound there. The fact that they may have fleeces representing five or six years of growth, the bulk of it strong and sound throughout its length of up to nine inches, is an argument against shedding of the tail wool.

Dr. Glen Spurlock, Ph.D., Dixon, California, has had wide experience with sheep in the southwestern part of the United States, and has worked with the Navajo breed (or type). These sheep produce a carpet wool. They are descended largely from the common sheep of Spain, the Churra. He says he has seen them sit on the ground, one front leg extended forward to raise the forequarters, twist the head and body

(Continued on page 23.)



# HOW THE WOOL BUREAU PROMOTES WOOL

## Balanced Program of Promotion, Advertising, Publicity And Education Needed to Insure Future of Wool Markets

**P**ROMOTION and advertising, a growing factor in all selling, hold an important key to the future of wool in the United States. To a large extent, wool's place in textile markets of the years ahead hinges on the aggressiveness and success of promotion efforts.

For years, the lack of promotion and advertising has hurt the textile and clothing industries incalculably. In an era when more and more products and services have been vying for a share of the consumer dollar, the manufacturers of textile and clothing have failed to put adequate stress on the job of building consumer interest in their products.

In the past few years, for example, only two or three textile manufacturers have been among the country's top 100 advertisers. And similarly, there have been few large-scale publicity, promotion and consumer education programs in behalf of textile products.

As a result, textiles have taken a declining share of the consumer dollar. From 9.5 cents of every dollar in 1946, textiles' share dropped to 6.5 cents in 1953.

The advertising and promotion budgets of the producers of new man-made fibers, while not large by the standards of other industries, have dwarfed the expenditures for wool and other natural fibers. For this reason, the manufacturers of the new fibers have been able to promote their products successfully, and to take away markets that rightfully belong to wool.

There are at present clear indications that other segments of the textile industry are awakening to the need for expanded and intensified promotion efforts. According to reports, the DuPont Company—largest producer of synthetic fibers—will spend about \$5 million on advertising and promotion for its fibers this year. Rayon companies have made plans to increase the scope of their cooperative advertising programs. Men's wear manufacturers and retailers have taken steps to set up a \$5 million annual program to create interest in men's clothes.

Wool promotion efforts to date have attempted to meet the challenge of competitive fibers on every ground. The wool program has

provided publicity to focus consumer attention on wool; promotion in cooperation with leading manufacturers and retail stores; education in the fundamental virtues of wool in key schools and colleges, and a program of research and technology designed to bring continuing improvements in the wool fiber and advances in wool manufacturing methods. Newest adjunct of the program is a national consumer advertising campaign, launched last fall.

Because of their national circulation, their selectivity, the availability of color and other advantages, current advertising has been concentrated in magazines, rather than in newspapers, on radio or television, or in a program split between several media.

Because of the size of the appropriation, this advertising has necessarily been limited in scope and in the size of magazines which can be used. The publications used to date include *Time*, *Newsweek*, *New Yorker*, *Harper's Bazaar*, *Vogue* and *Esquire*. A four-

color page in *Time* costs \$12,800; in *Newsweek*, \$6,900; *New Yorker*, \$3,600; *Harper's Bazaar*, \$4,700; *Vogue*, \$4,800, and *Esquire*, \$7,000.

Although some expansion into the big-magazine field is contemplated in the near future, the cost of advertising in these magazines is so high that it precludes their widespread use. A page of four-color advertising in *Life*, for example, costs \$30,000. The costs of other large-circulation magazines are correspondingly high. The *Saturday Evening Post* rate for a four-color page is \$25,000; *Look* magazine is \$19,000; *Ladies Home Journal*, \$20,000; *McCall's*, \$18,000, and *Better Homes & Gardens*, \$17,500.

With their large circulations, these magazines cannot be overlooked in a national campaign. Because of their cost, however, to use them exclusively would mean reducing sharply the number of advertisements to be placed during the year in the wool campaign—now budgeted at approximately \$400,000 a year. And advertising experts agree the cumulative recognition is an important factor in the success of any advertising campaign.

As in the field of advertising, other phases of the wool program have been carefully budgeted over the years. However, as the efforts of the textile groups are intensified, a corresponding increase in the wool promotion and advertising campaign is absolutely essential.

To be totally effective, a balanced program for wool should include the basic elements of advertising, promotion, publicity and consumer education.

Specific objectives are, of course, sought in each aspect of a balanced program:

### 1. ADVERTISING

The two-fold purpose of advertising for wool should be to create consumer buying interest in wool merchandise currently on sale in the retail stores of the Nation and to build an enduring respect for the basic qualities of the wool fiber among the Nation's consumers and the homemakers of the future. The mass publications (*Life*, *Saturday Evening Post*, *Ladies Home Journal*) have nationwide impact in all

## NEW YORK Herald Tribune

Wednesday, April 20, 1955

### "Have You Any Wool?"

The place of sheep—and more particularly lambs—has been considered in literature. One remembers the rhythmic question asked of a benevolent black-wooled sheep, and the amusing persistence which Mary's small pet exhibited in pursuing an academic career. However, a research study recently released by The Wool Bureau, Inc., of this city, proves, we think, that sheep are even of more interest to economists than to anthropologists. Mr. Walter A. Fairseris Jr. of the department of anthropology, American Museum of Natural History, has accomplished for the bureau a survey of the part which wool—and what is wool without a sheep?—has held in the world's economy and warmth long before there were Shepherd Kings or Jason sought a Golden Fleece. Indeed, the primitive uses of wool as a basic clothing fiber are so lost in antiquity that when they are dug up by any archeologist who happens to be wearing a nylon shirt, that scientist might well blush a deep Egyptian red.

Mr. Fairseris leads his sheep from the first records of their domestication in 6000 B. C. down the millennia in which flocks affected racial migrations, governments, architecture, religion and even

music. At first "baa" one hardly thinks of sheep as having a melodic influence, although there is, of course, the "Whiffenpoof" song and the third act of Puccini's "Tosca." One is on wider, firmer ground in considering the relation of sheep to religion and philosophy. For it was, as Mr. Fairseris suggests, the isolation of the shepherd's life which developed certain characteristics of thought, lifted a man's eyes toward herded stars and caused speculations upon meanings of heaven and earth which were beyond the dreams of indoor men.

History, both past and present, often seems to follow trade routes and rates of exchange in an almost sheep-like manner. The importance of wool in world economy is still great and complex, even if sheep and their sheared product are not the important commodities they were in earlier civilizations. Such an intelligent survey as The Wool Bureau has sponsored should interest any Manhattanite who, far from a big sheep ranch in Montana, may be wearing an all-wool sport coat and maintaining a healthy spring appetite for a grilled mutton chop.

NEWSPAPER EDITORIALS LIKE the one pictured above are written and printed as the result of many long hours of hard work and research. This is one of many fields being used for the promotion and furtherance of wool in newspapers. The New York Herald Tribune, the paper in which the above editorial appeared, has 328,892 readers each day.

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(Continued on page 20.)



May, 1955

Wool Bureau Photo

Wool Bureau Photo

A black and white photograph showing a man in a dark suit and glasses standing at the front of a room. He is facing a group of people seated at tables. The room has patterned curtains on the walls and a large screen or board behind the speaker. The people are mostly women wearing hats, and the scene appears to be a formal gathering or presentation.

Wool Bureau Photo

15



Colorful lamb posters prepared by the National Live Stock and Meat Board are available to lamb producer groups and others interested in bringing tasty lamb to the attention of American consumers. Quantities of lamb recipe folders are distributed with these posters.

Here's the story on what's being done. Under Section 708, much more is possible.

*This is how*

## THE MEAT BOARD PROMOTES LAMB

Prepared for the NATIONAL WOOL GROWER by the National Live Stock and Meat Board.

THE National Live Stock and Meat Board works constantly with the National Wool Growers Association and other organizations in the promotion of lamb.

Lamb is featured in the Board's regular activities in the fields of research, education and information on meat.

Besides this the Board participates in many special programs in the interest of lamb.

This meat benefits directly through the Board's regular meat copy going to the food pages of nearly 2,000 newspapers; script service to 1,700 radio homemakers' programs; script and picture service to 130 television homemakers' programs across the Nation, and also through the four-day cooking schools conducted by the Board. These were attended by 400,000 homemakers in 41 States last year.

Then there are the hundreds of meat lecture demonstrations and meat cookery demonstrations presented by the Board's meat specialists on television and before audiences of students, homemakers, meat retailers, livestock producers, civic clubs and others.

Inidentally, one of the most popular demonstrations put on by the Meat Board specialists is the carving of the

leg of lamb. This was a key feature in the Board's part of the National Farm and Home Hour telecast during the International Livestock Exposition.

Lamb, of course, gets a good share of the spotlight also at the Board's educational meat exhibits at fairs and livestock shows in all sections of the country. These were witnessed by a record number of 5½ million people during the past season.

There are also millions of copies of recipe books, meat charts, posters and other literature distributed by the Board, and featuring lamb.

In telling the story of meat to the Nation, this all-industry organization makes good use of special occasions, holidays, etc. For instance, its meat copy recently featured leg of lamb as the main dish for Easter and lamb stew for St. Patrick's day.

One of the Board's more recent lamb projects is a series of four new lamb posters. Eye-catching in both color and design, they are yellow, brown and red, and feature the following appetizing lamb dishes—lamb cushion shoulder, lamb stew, lamb loin chops and leg of lamb. The theme is "Make It Lamb—Enjoy Lamb the Year 'Round." Large quantities of lamb recipe folders are being distributed with the posters.

The posters are available for use by lamb producer groups, meat retailers, homemakers' groups and others interested in keeping the consuming public informed about tasty lamb.

In connection with the State-wide educational program on lamb in Texas last month, the Board had one of its well-known home economists in that State conducting lamb cookery demonstrations in Dallas, Fort Worth, Austin and Houston. April was proclaimed Texas Lamb Month by Governor Allan Shivers and the project was sponsored jointly by the National Wool Growers Association and the Texas Sheep and Goat Raisers Association in cooperation with the Meat Board.

The same home economist, Miss Ros-sie Ann Gibson, had earlier this year participated in the Imperial Valley lamb promotion campaign conducted by the California Wool Growers Association in cooperation with the Board. During this campaign in California she gave 17 demonstrations as well as five telecasts and three radio broadcasts.

Learning the fundamentals of preparing and cooking lamb cuts is the first step in developing a real appreciation of the good eating qualities of lamb. Meat Board lecturers always bring their consumer audiences up-to-



date on this subject as well as stressing the high nutritive value of lamb.

They always point out that for maximum flavor, lamb should be served either piping hot or cold, never in-between.

Special emphasis is placed on proper utilization of all lamb cuts, including the less-demanded as well as the more popular. An especially interesting part of Miss Gibson's work in California was her demonstrations on how to utilize the entire lamb carcass.

### Pictures and Information

Meat Board pictures and information on lamb have been put to good use by Cy Cress, National Wool Growers lamb promotion director, especially in connection with campaigns in Iowa, Missouri, Kansas, Colorado, Utah and California. Special copy for press, radio and TV are supplied by the Board for such work.

The Board also worked closely with Gale Smith and the Producers Live Stock Marketing Association in its lamb program in the Salt Lake City area, providing pictures and information which had wide usage.

The Board recently joined with the Iowa Farm Bureau Federation in producing two short movies for television. One of these featured lamb, and has had excellent distribution.

Two Board representatives were in Kansas City this past winter working with A. E. Adams and the National Lamb Feeders Association in a special lamb promotion which was conducted in that area as a test program. Demonstrations were given and a meat preference survey was conducted. Cutting and merchandising ideas were discussed with retail groups and restaurants. Lamb cookery demonstrations were given for home economists and these demonstrations were repeated in the city's high school home economics classes. (See story on page 9)

### Lamb's Flavor Liked

The survey showed that both students and adults very definitely like the flavor of lamb when it is properly prepared, though many of the students seemed unfamiliar with lamb. The survey made the students more conscious of the good eating qualities of lamb and they also learned the proper method of preparation.

This is a typical example of the Board's cooperative work with lamb groups in familiarizing the homemakers of today and tomorrow with lamb.

From time to time, in step with lamb marketing, the Board sends out supplemental releases to the food pages of the Nation's papers pointing out the seasonably high supplies of young, tender and delicate lamb, which America's homemakers can utilize in preparing appetizing main dishes.

The projects reported here are only a few of the many in which the Board participates regularly in cooperation with lamb groups in all sections of the country.

## Lamb is publicized on TV



Rossie Ann Gibson, right, Meat Board home economist, presents one of her many television lamb cookery demonstrations. Here she is the guest of Betty Davis on Station KOIN-TV, Portland, Ore.

## Lamb cuts are explained



Proper utilization of lamb cuts is discussed by Augie R. Ring, second from left, director of the Meat Board's Department of Merchandising, at a meeting with retailers in Kansas City. Others in the picture are, left to right, T. L. Driscoll, Safeway Stores; Theodore Otto, A. & P.; and Gene Bolling, Milgram's.



MR. WINDER

## At Swift's National Food Conference

# Importance of Sheep Industry Related by G. N. Winder

(Editor's Note: Swift and Company celebrated its Centennial by sponsoring a National Food Conference in Hollywood, Florida, March 3-5, 1955. The theme of the conference was "Food and Your Future." Discussion was focused on problems involved in feeding the Nation's rapidly growing population.

Mr. G. N. Winder, past president of the National Wool Growers Association and present chairman of the National Live Stock and Meat Board, was a member of one of the panels of this conference that discussed food and nutrition on March 4. His address at that time is presented here. His audience at the conference included more than 200 leaders in the fields of food, distribution, processing, production, and nutrition.)

**F**IRST I want to salute Swift & Company on their centennial anniversary and commend them for sponsoring this National Food Conference. Through such conferences those of us engaged in one segment of the food industry learn of the problems confronting other segments and I feel highly honored to participate.

Although the sheep industry supplies a relatively small part of the total meat supply it is a very important factor in the economy of the western range States. About 75 percent of all sheep in the United States are produced in the 13 western range States, and in some areas the entire local economy is dependent upon the sheep industry.

Sheep numbers in the United States have declined 45 percent since 1942 due to the fact that it has been more profitable for the rancher to convert his plant to the production of some other crop. Many have converted from sheep to cattle, some have reduced their sheep production and put part of their land into wheat production.

Sheep production requires much more labor than either cattle or wheat.

The matter of labor cost is very important since sheep produce two commodities, wool and meat. Each commodity contributes about half of the income and wool is in direct competition with wool from foreign countries where their labor and land costs are only a fraction of what they are here. Wool is also in competition with mass-produced synthetic fibers.

It is recognized by our Government and also by industry leaders that a strong, healthy sheep industry is essential to the welfare of the Nation, so that our people and especially our soldiers can be properly fed and clothed.

### Broadened Lamb Market

In order to bring about any material increase in sheep numbers the business must be made attractive enough from a profit angle to encourage people to enter or remain in the business. Most of us in the industry feel that the most room for improvement lies in broadening the market for lamb meat. The lamb market has always been plagued by serious maldistribution. Approximately 80 percent of the lamb is consumed in two relatively small areas. One area on the North Atlantic seaboard and the other on the Pacific Coast. That leaves only 20 percent for consumption in the vast Middle East, Middle West and Southern areas.

We feel that if we can bring about a more uniform pattern of consumption and distribution of lamb it will improve the lamb market a great deal without materially affecting the overall cost of living or materially affecting the market for other meats. If we can obtain a broad, constant demand, it would eliminate the terrific fluctuations in the lamb market and assure to the lamb producer a steady market at profitable prices. This in turn would encourage an increased production which could move into the broadened market with no disturbance at all.

We intend to attack this problem by inaugurating a carefully designed promotion and educational program tied to a direct consumer advertising campaign. The money for these programs will come from a fund to be collected

from all the sheep producers. Such collection is provided for in Section 708 of the Wool Act of 1954 which was passed by the last session of Congress. By the passage of this Act, the Congress recognized the need for encouraging an increase in sheep numbers.

This Section 708 or the self-help provision of the Act gives our industry a golden opportunity to do something in its own behalf with everyone engaged in the business paying his pro rata share of the cost. I am happy to report that about two weeks ago the organization which will handle the expenditure of the funds was formally completed and is now ready to operate after a referendum is held and the funds are made available.

We realize that promotion and advertising do not give the complete answer to all of the ills of our industry, but if we can get a more uniform distribution of our meat products and are able to eliminate the ups and downs in the lamb market which normally occur we will be over one hurdle.

There are many things the producer can do to more efficiently produce and market his product. There are many ways the processor can improve on his methods of marketing and distributing the product after it comes into his hands. The same thing applies to the retailer. We have found by some preliminary surveys that a great many retailers make no effort to supply their customers with lamb. Various reasons are advanced for this attitude. The one mentioned most is that they are unable to make the regular profit because of the difficulty of disposing of some of the less desirable cuts.

Advances are being made toward better and more efficient marketing at all levels but much more development is needed. We hope to cooperate with the other segments in working out new methods in preparation and distribution.

### Where Can Increase Come?

In a discussion of this kind, the question is naturally raised as to how and where can we increase sheep production?

It is true that in most areas our pas-

ture and range lands are fully stocked to their present carrying capacity. It is also true that more land is being taken out of farm production each year for other uses such as homesites, industrial sites, highways, parks, etc. However this should be no problem for some time to come.

Up until this time we have not needed to pay too much attention to increasing the yield per acre or the yield per unit because land and feed have been too plentiful. However there is room for a tremendous increase in these fields. With the development of new grasses and legumes and by the addition of fertilizers and trace minerals, and also by irrigation, the per acre yield of our pasture and range lands can be greatly increased.

Along this line we are far behind some other countries of the world. I have seen areas in Australia and New Zealand where by clearing and adding fertilizer and minerals the yield per acre of land has been increased from zero to the point where one acre would support five sheep year long and in some cases even up to 10 sheep per acre. We may not be able to improve our lands that much but great improvement can be made.

### Efficient Conversion

Sheep would fit nicely into this picture because sheep rate number one for efficient conversion of grass and pasture forage into prime and choice meat. More than 80 percent of all lambs marketed go to slaughter directly from the ranges and pasture lands and make choice and prime carcasses. Those that go into feed lots require less grain per pound of meat produced than other type of animal.

It is inevitable that some time soon the production of our surplus crops will be brought into balance with the demand for those commodities. As land is withdrawn from surplus crop production it is logical that those lands should go into animal production. Here again sheep should fit into the picture because of their efficiency in converting grass into prime meat.

Merely putting water onto the land during the dry seasons can increase the yield per acre tremendously but any increase by this method will be limited due to the shortage of water. In fact I think that the shortage of water may eventually eliminate considerable land that is now in production. It is my belief that the shortage of water will be the limiting factor to the growth and development of the entire economy.

### Fights Over Water

As the population increases the water needs for human uses and industrial uses become greater and there will be less for agricultural uses. Even today

we find areas that are suffering from acute water shortages. We find different sections of the country fighting each other for water. Even in my State of Colorado, in which you will find the headwaters of five major river systems, the eastern half of the State is fighting the western half over the control of water.

Considerable progress has been made during the past decade in the yield per animal unit but much more can be done. Breeds can still be improved as can breeding practices. Feeds and feeding practices are constantly being improved. It is remarkable the progress shown each year in the development of new and better feeds and new and better methods of feeding. I might mention one method that is coming into quite general use. That is to cut the grass or other pasture forage green and haul it to the animals in a lot instead of allowing the animals to graze the feed. It is claimed that this method will nearly double the yield per acre.

It is remarkable to see some of the innovations developed by the rancher and farmer to increase the efficiency of his operation and cut down on the labor requirement.

I do not think that we need be too worried about producing sufficient meat to feed the population as it will increase during the next 10 years.

### High Meat Consumption

Last year marked an all time high for meat consumption both as to total meat, 25.5 billion pounds, and as to per capita consumption—156 pounds. The 10-year average prior to 1953 was 145 pounds, and the 25-year average was 139 pounds per capita. So if our meat production should remain constant at about 26 billion pounds we could supply 170 million people with 153 pounds of meat each per year, or 180 million people could have about 145 pounds each, which is equivalent to the 10-year average prior to 1953.

Some of you will recall that it was not easy to get the people of the country to consume 25.5 billion pounds of meat last year. It took a great deal of urging and promotion with all segments of the industry cooperating to get the job done. Even so it could not have been done without a lowering of prices and at times it looked as though prices might break so severely as to force a great many ranchers out of business.

I am confident that, as our population increases and the demand is strong enough to encourage increased meat production, the meat will be made available. In the meantime we should all be looking for ways to increase our efficiency in all segments of the meat industry.



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## SHEEPMEN'S CALENDAR

### National Association Events

June 27-28: Meetings of NWGA Executive Committee and Council of Directors, American Wool Council, Inc., Yakima, Washington.

August 18-19: 40th National Ram Sale, Ogden, Utah.

January 23-26, 1956: 91st Annual Meeting, NWGA, Fort Worth, Texas.

### Conventions and Meetings

June 17-18: California Wool Growers' Convention, Davis, California.

July 20-22: Colorado Wool Growers' Convention, Glenwood Springs, Colorado.

November 1-3: Wyoming Wool Growers' Convention, Casper, Wyoming.

November 6-8: Idaho Wool Growers' Convention, Boise, Idaho.

November 10-12: Oregon Wool Growers' Convention, Portland, Oregon.

November 13-15: Washington Wool Growers' Convention, Yakima, Washington.

December 5-7: Texas Sheep and Goat Raisers' Convention, Ft. Worth, Texas.

January 9-11, 1956: Utah Wool Growers' Convention, Salt Lake City, Utah.

January 23-26, 1956: NWGA Convention, Ft. Worth, Texas.

### Sales

June 18: San Angelo Rambouillet Sale, San Angelo, Texas.

August 3: Idaho Ram Sale, Filer, Idaho.

August 18-19: National Ram Sale, Ogden, Utah.

August 25: Southern Oregon Ram Sale, Lakeview, Oregon.

### Shows

June 1-2: Intermountain Junior Fat Stock Show, North Salt Lake, Utah.

October 15-22: Pacific International Livestock Exposition, North Portland, Oregon.

October 28-November 6: Grand National Livestock Exposition, Cow Palace, San Francisco.

November 11-16: Golden Spike National Livestock Show, Ogden, Utah.

November 11-16: National Columbia Show and Sale, Ogden, Utah.

January 13-21, 1956: National Western Stock Show, Denver, Colorado.



## WOOL PROMOTION

(Continued from page 15.)

### 3. PUBLICITY

Effective publicity efforts, geared to the overall objectives of the wool promotion efforts can have important impact on the Nation's consumers through the media of newspapers, magazines, radio, television and newsreels. Publicity plays a complex and vital role in stimulating consumer interest in wool merchandise, in pointing up the performance advantages of wool and in building enduring consumer respect for the wool fiber and the basic industry which produces it.

### 4. EDUCATION

The manifold functions of a wool education program provide valuable insurance for the future of wool. Education efforts at the school level teach wool's basic virtues to consumers of the future. On the home economics level, they create both immediate demand for wool yard goods and other wool products and long-range demand for wool among homemakers and home-sewing enthusiasts of the future. On the technical school level, they carry the message of wool's unsurpassed performance and fashion values to the designers, manufacturers, retailers and textile technologists of the decades to come.

Over the years, two major factors will determine whether the great potential of wool as the basic fiber of fast-growing American markets is to be realized. The first of these is the competitive position of the wool fiber itself. The second is the effort which wool's proponents make to promote and advertise its virtues.

Wool's stature as a fiber unmatched for beauty, service and versatility is unchallenged. The infinite complexity of the fiber's chemical and physical structure has given wool a unique combination of properties which cannot be duplicated in any other fiber. Its time-tested record of service for more than 6000 years has irrefutably proved its unmatched value.

The success of the wool industry as a whole will be determined in a large measure by the support the industry gives to wool promotion efforts, and to the aggressiveness with which these efforts are conducted. Intensive, carefully planned, long-range efforts are essential to maintain consumer confidence in wool, and to develop fully the new markets which are promised in the Nation's rising national income and growing youth population.

—Special to the National Wool Grower from The Wool Bureau

## Lamb Feeders Conduct Promotion Campaign

**M**EMBERS of the North Platte Valley Lamb Feeders Association realize that there's a lot of know-how connected to successful buying and feeding of lambs.

As progressive sheepmen, these feeders now realize that they have to learn something about the opposite end of the lamb marketing line—persuading Mrs. American Housewife that they have an appetizing, nutritious product for her to place on the family dinner table.

For many years now, the North Platte Valley Lamb Feeders Association has been collecting a promotion fund by voluntary contributions of two cents a head on every lamb sold out of the Valley's feedlots.

This year association officers determined to put the money to work in promoting a "Serve More Lamb" campaign.

Retail stores in every town in the Valley from Bridgeport, Nebraska to Lingle, Wyoming were asked to feature the sale of lamb from February 11 to 24.

Cafes were asked to feature lamb on their menus, and service clubs in every town were asked to serve lamb at their luncheons.

Paid advertising was inserted in most newspapers in the Valley, and spot advertising was broadcast on radio stations.

At last report, no definite results of the campaign had been computed. Everyone connected with the campaign, however, voiced confidence that the effort will pay off bigger than they had anticipated at the start.

Roy Hilyard of Mitchell, Nebraska, association president, remarked that "even a lot of lamb feeders have been eating lamb" as a result of the promotion campaign.

There is nothing facetious about such a remark, for it's a well-known fact that many farmers are not among the best

customers for the principal products of their farms.

Someone a year or so ago figured out that milk producers, for example, could drink their way out of their surplus problem if every member of a family producing milk for sale would consume just one more glass of milk each day.

I. E. Ericson, manager of the Swift and Company plant at Scottsbluff, Nebraska, said "lamb feeders in the Valley are becoming conscious that they fit into the selling end" of the meat industry.

The producer-feeder, he said, should have a vital interest in the merchandising of his product along with the packer and retailer.

### J. K. SEXTON



(Mr. Sexton is a director of the American Sheep Producers Council, Inc. His endorsement of Section 708 of the National Wool Act just barely missed the deadline for the April NATIONAL WOOL GROWER in which the other directors voiced their opinions. Thus, his endorsement is printed below.)

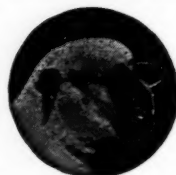
**F**OR some years now, those of us who are engaged in livestock business have realized that just to raise and sell our products to the closest buyer is not the answer to stabilized industry.

In other words, we're going to have to follow our product further along, in fact clear up to the consumer if we're going to have an enlarged and a stabilized market for wool and lamb.

Now it seems to me that the incentive payment that Congress has written into the Wool Act of 1954, will help to increase the amount of wool that we should have in this country as a strategic defense commodity. But the most important part of the Wool Act seems to me to be Section 708, wherein the industry as a whole will have an actual stake and part in promoting the use of their twin products, lamb and wool.

It seems to me that the important thing is that it will be done by wool growers for wool growers. Many of us have realized that this job had to be done, still fewer of us have voluntarily put up the money to do some part of it. But now it seems that we have a way in which all wool growers can take part in this most important undertaking, and I very strongly urge a favorable vote of all wool growers when Secretary Benson sets the date for the referendum vote.

—J. K. Sexton, Director  
American Sheep Producers Council, Inc.

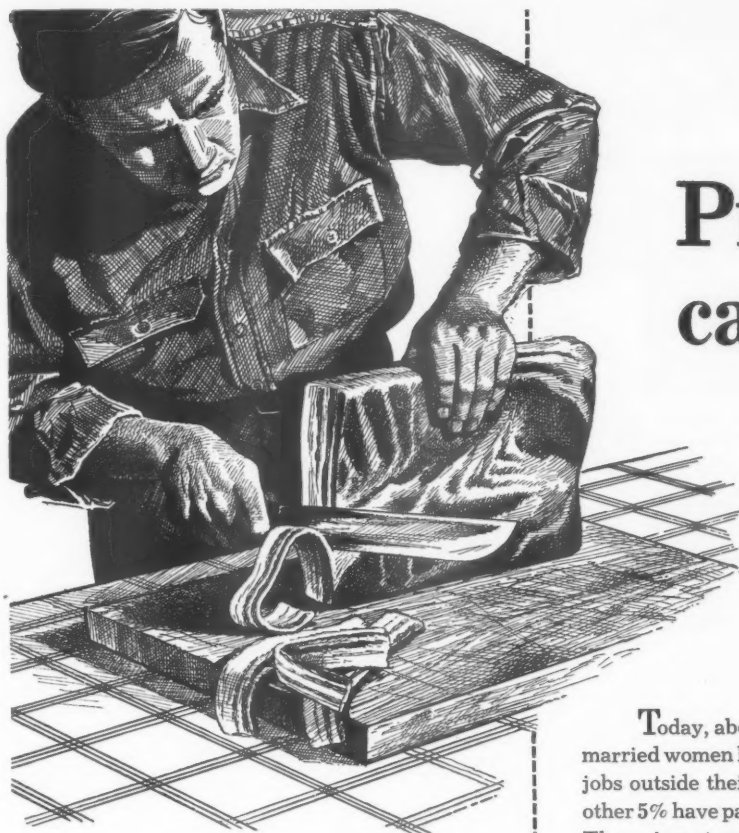


### THE HAMPSHIRE

**Sure I'm In Demand . . .  
I Produce More Pounds of  
Lamb Per Ewe.**

Breeder's List and Information of  
**AMERICAN HAMPSHIRE SHEEP ASSOCIATION**

72-W Woodland Ave. — Detroit 2, Michigan



## Price Spread can help you

*Convenient foods require extra services but expand the market for agricultural products.*

### How do you buy your bacon?

Remember what a job it was, slicing bacon from a slab? Risky, it was, and quite a contrast to the packaged bacon we buy at the store today. (Packaged bacon is handy, even if some of us do like thicker slices than most consumers!)

Sliced, packaged bacon is only one of a long list of convenient products that are now available. All of them have been developed to **SELL FOOD** by meeting the consumer's needs and wishes.

#### Examples of products with "built-in services" are:

- Fully cooked, skinless, boneless, rolled hams
- Dozens of luncheon meats—Brown & Serve Sausage
- Meat pies, chicken pies, stuffed turkeys—ready for the oven
- Specially prepared meats for babies
- Frozen fried chicken—ready to serve after heating
- Canned hamburgers and frankfurters . . . ideal for picnics.



1955, our Centennial year, emphasizes how Swift is looking ahead to its second century of serving farmers and ranchers even better. 1955 also reflects the progress and experience of 100 years of operation—since the time G. F. Swift bought a heifer, dressed it and sold the meat, starting the business that is now Swift & Company.

Today, about 21% of all married women have full-time jobs outside their homes. Another 5% have part-time work. There is not much time for "Do-it-yourself" in their kitchens. They, and millions of other consumers, are willing to pay for the extra services required to provide the convenient products that will save time and work.

To meet the requirements of millions of busy homemakers, Swift & Company produces a wide variety of "convenience" products. There are hundreds of these items, in which all or a great part of the

preparation has been done. They are in food stores everywhere—no doubt your family uses them, along with "convenience" products from other lines of the food industry.

The cost of the additional services increases the spread between what you get for agricultural products and what the housewife pays for food. Farmers and ranchers generally benefit, even though the price spread is greater. New and more convenient items stimulate the demand for meat and other livestock products . . . helping to bring to you greater total returns.



*Tom Glaze*

AGRICULTURAL RESEARCH DEPARTMENT

## SWIFT & COMPANY

UNION STOCK YARDS • CHICAGO

# from State Presidents



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Arizona



Lloyd Avilla  
California



Frank Meaker  
Colorado



John Noh  
Idaho



A. C. Grande  
Montana



B. H. Robison  
Nevada



John V. Withers  
Oregon



Edward Waara  
South Dakota



R. W. Hodge  
Texas



Don Clyde  
Utah



Corwin King  
Washington



Leonard Hay  
Wyoming

## LACK OF PROMOTION HAS BEEN GREAT WEAKNESS

**R**ECENT announcement by Secretary of Agriculture Benson that he would call the referendum vote under Section 708 of the National Wool Act is indicative of his knowledge and interest in the problems of the sheep industry. The agreement with the American Sheep Producers Council, and the call and passage of the referendum are acts that will go down in history as being of major importance in the solution of the greatest problem facing the sheep industry.

In my opinion, lack of promotion of the products we produce has been the greatest weakness of the industry we represent, and the possibilities offered to us under Section 708 of the Act offer greater financial value than any other portion of the whole program.

Competition for a portion of the consumer's food dollar has become keener every year until other food items, more highly and intensely advertised, have encroached upon our fair share of that food dollar. Unfortunately in the past we have not been financially able to launch an adequate program of promotion at a time when other competing foods were spending a substantial portion of their value in aggressive advertising campaigns, constantly keeping before the consuming public the merits of their products. The same situation prevails in the textile industry, and the possibilities are just as great.

The approval of the referendum is of such great importance that it should be

the objective of every sheepman to see that it receives the necessary majority. A greater public acceptance of the products we produce, at a price that will give financial stability and progress to the industry we represent, is an absolute necessity. Lamb, the most nutritious and delicious of all meats, and wool, "the Miracle of Nature, perfected by man," are two of the greatest products ever produced. Let's take every advantage of this Self-Help opportunity to promote them.

—John V. Withers  
April 20, 1955

## VOLUNTARY PROMOTION KILLED BY FREE-RIDERS

**I**T has been called to my attention that some individuals and groups are opposing the help-yourself program within the National Wool Act.

These same individuals and groups feel that it should be on a voluntary basis. Let's take a look back for the past 30 years of voluntary collections for any purpose. The record shows about 60 percent pay and the other 40 percent ride free.

Now, I want all wool growers, and anyone else interested in the industry, to know that there never was a time when the industry was in such a serious condition. We are operating under an inflated 1950-1951 overhead and receiving the late '30's prices. For example: We were hiring herders for \$75 to \$80 then and now pay \$180 to \$200.

Taxes, freight and supplies have likewise increased.

Now, comes the new Denver Union Stockyards' directive. The question is —what does it mean for the producer? Why have the central markets got into the condition they find themselves in? Someone is at fault. Who? The producer is badly in need of a better lamb market to meet his cost of operation. Why has prime lamb sold as much as \$8 per hundred under prime beef?

The number one job for the State and National Wool Growers is lamb promotion, and to attain promotion we must vote for the help-yourself program and thereby put funds at the disposal of the American Sheep Producers Council so they may go to work for the industry.

The help-yourself program gives each individual wool grower the best opportunity to help build his own bank account. There never was a time in history that the industry had this opportunity.

**UNITED WE STAND — DIVIDED WE FALL!**

—Frank Meaker,  
April 22, 1955

## DENVER STOCKYARDS DIRECTIVE

**T**HE order which the Denver Union Stockyards Co. has put into effect and which prevents a commission man on the Denver Exchange from conducting country business which routes livestock around the Denver market, has caused considerable discussion and argument, not only in Colorado but all over the country.

As I understand it, the Stockyards Co. does not say that a man cannot buy,



sell or trade in the country; rather it says that the Stockyards Co. will not furnish facilities for such an operator. It might be compared to the Denver Union Railway Station refusing to furnish office facilities for a bus company, because said company would be taking business away from the railroads.

To say that there are complex aspects in this picture would be putting it mildly! It is so complex, in fact, that at the recent Colorado Wool Growers Assn. Executive Committee meeting it was decided to build the entire 1955 convention program around **MARKETING**, and to have this subject a major topic of discussion.

—Brett Gray, Secretary  
Colorado Wool Growers Assn.

## Wind Erosion Damages Over 10 Million Acres

**M**ORE than five million acres were added to the land already blowing in the dust bowl area during the month of March, according to the regular monthly report the USDA issued on April 1.

This brings the figures of the Soil Conservation Service to a total of more than 10 million acres of land which has been damaged by wind erosion since last November in Colorado, Kansas, New Mexico, Oklahoma, Texas, Nebraska, and Wyoming. Most of the March damage was caused by severe wind storms on March 10 and 31.

The USDA calls attention to the fact that of the \$15 million appropriated last year to help repair damage caused by dust storms in February 1954, 7.1 million was returned to the treasury. On the recommendation of the President, special legislation is before Congress to make these funds available for emergency dust bowl work this year.

In early April, the USDA announced the allocation of \$4,275,000 for emergency conservation work to combat wind erosion damage in these six States: Colorado, 22 counties, \$1,250,000; Kansas, 38 counties, \$900,000; New Mexico, 14 counties, \$200,000; Oklahoma, five counties, \$350,000; Texas, 74 counties, \$1,500,000; and Wyoming, four counties, \$75,000.

A special meeting of representatives of the USDA was held on March 10 in Denver to intensify studies of control measures needed to check wind erosion damage in several Southern Great Plains States.

Department of Agriculture officials said that the USDA is continuing to work closely with the States in developing whatever control practices appear practical and effective.

## D. E. Gillan Appointed Colorado Assistant

**D**ALE E. Gillan, farm representative for the Garden City National Bank of Garden City, Kansas, has been selected by the Board of Directors of the Colorado Wool Growers Association as assistant secretary of the Colorado organization.

Mr. Gillan is 27 years old, married, and has three children. He was graduated from the Garden City High School and has a Bachelor of Science degree from Kansas State College, School of Agriculture, 1949.

After graduation, he was manager and partner in a 2,400-acre farm in western Kansas, maintaining a flock of 250 ewes and doing dry land and irrigated farming. Western Kansas dust forced him to quit the farm for health reasons.

Work with the Garden City National Bank has consisted of servicing loans and improving public relations between the bank and its customers, especially the farmer-stockmen customers. Mr. Gillan is a member of the Garden City Chamber of Commerce and has served on its agriculture committee. He is also a member of the Junior Chamber of Commerce and the Garden City Chapter of Kiwanis Club.

Mr. Gillan is expected to commence his work with the Colorado Association the middle of May.

## SHEEP TAIL MYSTERY

(Continued from page 13.)

and gnaw the wool off the top of the tail. He also testifies to having seen Merinos from California's north coast do the same.

He further states that he has seen Navajo ewes sit down, put their heads between their front legs, curl up like an armadillo and bite the area around the udder. The Navajo is, by comparison with improved breeds, long legged, long bodied and narrow. Their conformation may enable them to contort their bodies more than is possible among sheep of better form and condition.

Mr. Don Peterson, then a student and acting as interim shepherd at the University of California, witnessed a Merino ewe twist her head far enough to the rear to reach very close to her vulva as she endeavored to remove fly maggots. The Merinos at the University of California are improved sheep kept on good pasture, and it may be presumed are in better flesh than the Nav-

ajos observed by Dr. Spurlock. Obviously, the higher the condition of the animal, the more difficult it would be to reach the tail head with the teeth.

Correspondence with the superintendent of the Southwest Range Experiment Station, Ft. Wingate, New Mexico, where a flock of Navajo sheep is maintained was answered with the statement that in his experience he had never observed any of them chewing at their tails. Inquiries sent to Australia, New Zealand and England elicited similar replies.

The sheep on Santa Cruz Island for all practical purposes are Merinos. Merino sheep are born with wooly tails and in domesticated flocks the wool on the tail, unless shorn off by man, persists and grows. On the Island sheep, untouched by man, it persists but is kept extremely short and neatly trimmed at the tail head, and the mystery of the tail of the sheep lives on.

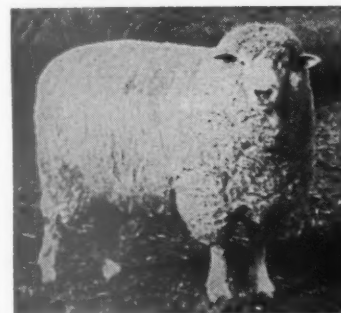
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- (5) Letter to J. F. Wilson, February 1, 1954.

• Government Bloodlines  
• Winner Sheep Breeders Gold Bell  
—1953 Pacific International  
Top-Selling Columbia — 1954 Calif. Ram Sale  
**E. J. HANDLEY**  
McMinnville, Oregon

## COLUMBIA SHEEP

The All American Breed



For large, thrifty, clear faced, fast growing lambs  
... For long staple, white, soft, high yielding  
wool ... BREED COLUMBIA SHEEP.

Write for information

**COLUMBIA SHEEP BREEDERS  
ASSOCIATION OF AMERICA**

ALMA ESPLIN, Secretary  
P. O. Box 315, Logan, Utah

***A Message to Farmers and Ranchers:***

# **THIS PARASITE CONCERNS ALL FOOD PRODUCERS**



Perhaps you have thought that the practice of distributing trading stamps by food stores concerns you only as a food store customer. We think you should recognize that trading stamps could, if spread to all food stores, have serious influence on the entire food industry at all levels.

Consider what would happen if *all* food stores throughout the country distributed trading stamps.

If 2%, which is a minimum cost for trading stamps, were applied to all food store sales, an added burden

of \$800,000,000 per year would be added to the nation's food bill.

The terrific cost of this parasite—which offers no real service to the processing and distribution of food—would be added to the cost of food or, in part, come out of the producer's pocket as an added distribution cost. In either case, the farmer's share of the food dollar would be reduced.

We think all farmers and ranchers should do what they can to discourage the growth of trading stamp plans—a costly parasite on the food industry.

*This message is published by Safeway Stores, a retailer who is interested in reducing, not raising, the cost of food distribution.*

# this month's Quiz

I think that it is imperative that we advertise our products. The importance of lamb should be publicized to all Americans. Also, we must defend ourselves against competition from importation of raw wool and manufactured products of wool. We must also realize that there is a grave threat facing us in the field of synthetic materials.

For these reasons, I heartily approve of the provision set forth in Section 708, the Self-Help section of the National Wool Act, to advertise and promote the sale of all sheep products.

—J. H. Clements, Jr.  
Penasco River Ranch  
Hope, New Mexico

If our products, wool and lamb, are going to compete with other similar products, it is about time we started a promotion program.

The only trouble with the program is that it should have been started much sooner. We have been asleep at the switch for a long time.

—Allan N. Adams  
Laketown, Utah

We think it is a step in the right direction—a very worthwhile venture. Wool is going to have to be advertised to meet the competition of synthetics.

—Wilson D. Jordan  
Brady, Texas

I am all for this program (Section 708) and think that it is the obligation of all sheepmen who want to be progressive to participate in it. It is very little to contribute for the betterment of the sheep industry.

—J. G. Lewis  
Dixon, California

I believe an "Eat More Lamb" promotion program from incentive funds, such as the program conducted last year by the Producers Livestock Marketing Association, would be most effective. I would limit or use no funds for newspaper or periodical advertising. I think that cooperation with chain stores will take care of this publicity. Television is a good media to publicize lamb with.

—Dan Cavanaugh  
Twin Falls, Idaho

I have not given the Self-Help program much thought so far. It does appeal to me as conducive to self-respect to work out our own problems within the industry.

I am in favor of any promotional program and will cooperate in its cost.

—A. R. Sanislo  
Yakima, Washington

It looks to me as if this is the only solution to the problems of the sheep industry. If sheepmen fail to vote "yes" for this program, or the American Sheep Producers Council fails to make it work, the sheep industry may just as well fold up and quit.

We simply must broaden the demand for wool and lamb at a better price to pay the present-day costs of production. I'm afraid that this program is going to be too late for some sheepmen. We should have had it two years ago.

I am surely going to vote "yes" by all means.

—J. E. Negus  
St. Charles, Idaho

If it is administered right, the Self-Help program could be one of the best things that ever happened to the sheepman.

It might prove to be more valuable to us than the incentive payment itself.

—Dempster Jones  
Ozona, Texas

I think this is a fine opportunity to help ourselves. In this proposed program everyone would contribute in proportion to his production. I am sure that small and large producers alike will vote "yes" on this proposal.

—J. A. Cooper  
Tinnie, New Mexico

I am in favor of the Self-Help program (Section 708). In the last two years there has been more interest in sheep in this area—in small flocks, from 10 on up.

I have registered Corriedales, and last year we could have sold a lot more breeding ewes if we'd have had them.

—J. G. Kassner  
Oregon City, Oregon

I believe enacting Section 708 of the National Wool Act will be the best program ever developed for the benefit of the sheep industry. I only wish that every sheepman could have received a copy of the April NATIONAL WOOL GROWER, as I am sure it would have answered any questions anyone had concerning the program, and would have helped immeasurably in a favorable vote for the Self-Help program.

If the proposed program could raise 50-cent wool and 20-cent lamb but one

"What is your reaction to the desirability and need of the promotion program for lamb and wool as permitted under Section 708 (the Self-Help Section) of the National Wool Act?"

percent, it would give an approximate return to the grower of \$2.50 for every \$1 paid into the program.

—Marion G. Krebs  
Brockway, Oregon

I think that the Self-Help program is a very good idea. If it works out as it should, it will bring the producer a good profit for a small investment.

—Melvin Mellott  
Moorcroft, Wyoming

Seldom do any agricultural producers of our Nation have the opportunity that is within the grasp of us sheepmen. That is, Section 708 of the National Wool Act.

Sure, there are things about the program that I do not like, but able men with much more time and ability than I possess have, after careful study, agreed on the mechanics of the program. We will surely go along with them and I urge other sheep producers to do likewise.

Under this program we will all contribute rather painlessly in proportion to the size of our business. The elimination of the "free-rider" who has always plagued any previous attempts along this line should make this program a success.

We are fortunate in having men of such high caliber on our American Sheep Producers Council and although the amount of money they will have to administer seems large, I am certain that we will get "dollar for dollar" value under their direction.

—Perry N. Johnston  
(Perry N. and Viola M. Johnston and Sons)

Wallowa, Oregon

I am fully aware of our need for a wool and lamb promotion program; however, I am not completely convinced that a compulsory donation is the best. When it is compulsory it becomes another tax.

If I were convinced that the administrative cost could be kept very low in order to make maximum use of the funds for promotion and advertising purposes I would vote for the program.

I do not think that it should be set up for more than two years. That would give it time to prove its value. Then it could be approved again or disapproved by the sheepmen.

—L. B. Kennedy  
Gouldbusk, Texas





## **REPORT: April Wool Market**

# **Marketing Season Opens Cautiously**

**T**HE new wool market season did not open too auspiciously — particularly weatherwise. The elements seemed to have stored up a supply of most "unusual" weather to hurl over the producing areas: duststorms that turned into mudstorms, blizzards, particularly in Montana and Wyoming that brought severe losses and retarded operations, and then wind and dust and snowstorms again. The increased moisture supplies, it is hoped, will improve ranges and forage conditions to an extent that will help to offset the damage and loss.

The sales story is told in the report from various States. In reading these statements, it should be remembered that no great volume of wool is accounted for in the transactions. Buyers apparently are just trying out the growers' ideas of values. There has been no evidence of dumping the 1955 clip on the market. Growers from all indications are watching and waiting during this marketing transition period.

There are some signs of better market conditions. Recent advances in cloth prices made by leading manufacturers are regarded as a stabilizing influence. The increase is from five to 10 cents per yard for deliveries of cloth in the third quarter of this year. It is believed that this step will be followed by the majority of manufacturers. With this end of the market established, it is expected, or rather hoped, that the waiting policy of the cloth people will be discontinued and orders placed.

The merging process that has been going on in the manufacturing end of the business may also eventually lead to a sounder market. Those who followed the reconstruction period after World War I will recall that the necessary expansion of manufacturing units to take care of greatly increased volume of military requirements during that war led to many readjustments in the textile business. As the end of this present reconstruction period approaches, greater stability should follow.

Then as reported by President Breckinridge on the editorial page of this issue, every effort is being made by the officers of the National Association to have a policy set in the selling of the wools owned by the Commodity Credit Corporation that will permit the marketing of the current clip without disas-

trous competition from these wools. With the announcement of such a policy, the marketing atmosphere will be cleared of the uncertainty as to the disposition of the stockpile. It should be noted, however, that the Executive Committee of the Boston Wool Trade Association has recommended that the CCC holdings be merchandised within a two-year period beginning June 1, 1955, and that these holdings be sold at "realistic market values."

Domestic consumption is also picking up. During the first two months of 1955, domestic mills consumed 14 percent more apparel wool than in the same period of 1954. The USDA makes this statement in its discussion of the wool situation released on April 20:

"With economic activity and consumer purchasing power expected to continue at least at present levels, it appears likely that domestic mills will use a little more apparel wool this year than the 268 million pounds, scoured basis, of last year. Mill use of carpet wool early this year was three percent above a year earlier."

However, the influence of world wool markets is more directly felt on a free and open market. As you know, prices in the Australian auctions opening after the Easter recess were slightly lower on the fine wools but remained firm on the crossbred types.

The foreign wool market report of Merrill Lynch, Pierce, Fenner & Beane of April 25 states:

"The Australian wool auctions resumed trading last Monday following the Easter recess. Initial prices were unchanged from the pre-Easter values for crossbred grades, but were 2½ percent lower for merino and comeback wools. Japan and Bradford shared the buying spotlight with Western Europe active in a supporting role. U. S. buying was minor and no mention was made of Eastern European activity. Clearances at the auctions were virtually complete. Sales late in the week were described as somewhat improved pricewise, but gains were not sufficient to overcome the initial loss. Late sales at other Dominion wool centers in South Africa and New Zealand showed some price improvement over previous rates.

"The quantity of wool sold in Australia for the season thus far (July 1, 1954

to March 31, 1955) totaled 2,988,678 bales. The corresponding total last season was 3,135,666 bales. The average prices realized this year were 72.58 pence for greasy wools and 101.05 pence for scoured wools. The respective prices last year were 82.94 pence and 114.03 pence. The total supply of wool in store at the end of March was 511,828 bales compared with 287,585 bales a year ago. First-hand receipts into store this season were 3,427,328 bales for an increase of about 77,000 bales over the corresponding total for last season.

"Activity in South America remained quiet last week. In Argentina, buying for foreign account was light and appeared to represent the fulfillment of previous orders. Local industry buyers have apparently taken the bulk of their needs for the season and are now operating more cautiously. Offering prices are still above comparable world levels. In Uruguay, the market was dormant. Current foreign bids are said to be about 2½ percent or more below the level of bids prevailing several weeks ago. Exports for the week ended April 16 were 1,894 tons of which the U. S. was due to receive 159 tons. Exports of wool tops totaled 231 tons."

**ARIZONA:** From 60,000 to 70,000 pounds of wool was reported sold the early part of April at 53 cents.

**CALIFORNIA:** The highest price paid in California wool sales up to April 19 was 67 cents. It was paid for the Ray Anchordoguy wool at Red Bluff, Tehama County. A yearling wool clip in Stanislaus County brought 66 cents; a Sacramento Valley clip, 65 cents, and another Tehama County clip, 64 cents.

Prices generally being paid in California are reported as being from five to 8½ cents a pound lower than a year ago.

Sacramento Valley was termed the "hot" market spot during the month. Prices paid there varied from 57 cents to 65 cents. The market was not considered made however, as buying was largely on a hand-to-mouth basis and volume buyers were apparently not interested. For most of the wools bringing from 60 to 65 cents this year, 70 cents was paid in 1954. Those selling from 57½ cents to 60 cents were mostly purchased at 65 and 66 cents a year ago.

Continued selling in the north and central parts of the State was reported in the California Livestock News of April 19. From 47 cents to 64 cents was being paid; the lower price was for three-eighths wools. Lamb's wool was selling at 40 cents to 48 cents; these prices were said to be largely in line with last year's.

**COLORADO:** Considerable trading was reported in the Montrose area with prices mostly 52 cents and as high as

52½ cents. Only a little activity was noted in the San Luis Valley. Prices there ran as high as 53 and 53½ cents. Also there was some trading in the Colorado River country down to Junction at about the same price. Colorado prices in general are said to be two cents under last year's.

There was little activity in the Craig area although shearing was just getting under way there around the middle of the month. Some contracts had been made at 52 to 54 cents but growers there were reported as being inclined to hold in expectation of better prices.

The weekly report of the Boston wool market for April 22 gives the price range on medium wools in Colorado as 53 cents to 57 cents.

IDAHO: Prices in Idaho were said to be 3 cents to 5 cents a pound below a year ago. From March 23 to April 21, 28 lots of wool (approximately 84,700 fleeces) were sold. The top price was 54½ cents; in fact, 19 of the lots sold at 50 cents or above. For two lots, 45 cents was paid. The other seven lots sold at 47 to 49 cents.

A farm pool of 90,000 pounds was also sold at 45½ cents. Very little consigning has occurred in Idaho, according to our information. One clip of 5,000 fleeces was recently consigned and a pool of 60,000 pounds was consigned for grading and selling.

The Idaho wools are largely quarter and three-eighths blood, but with some half blood.

MONTANA: The first 1955 wool sale reported in Montana was that of 5300 fleeces in the Great Falls area at \$1.30 per pound, clean basis, f.o.b. Boston. The seller pays the freight, selling commission, and part of the core test expense. The shrinkage will be determined upon the test at Boston.

OREGON: No transactions in wool are reported from Oregon.

NEVADA: One western Nevada clip of approximately 26,000 pounds was sold at 55 cents early in April. Last year's price on this clip was 57¾ cents.

NEW MEXICO: The Roswell sealed bid sale which opened on March 29 was reported as disappointing.

On the first day, of the 306,000 pounds offered only 72,000 pounds were sold. Last year all of the wool offered was taken at better prices. This year's top price was 58½ cents paid for 27,700 pounds. Other prices paid in the first day of the sale ranged down to 46¾ cents. Estimated clean prices on these wools is \$1.45 to \$1.50.

In the week-long sale, only about 300,000 pounds were sold of the almost 2 million pounds shown. From 41½ cents to 53 cents was paid in the latter part of the sale.

Our reporter says that the impression of most growers is that the buyers are

determined to take advantage of the payments from the Government by reducing the prices to the producer.

Shearing of the 1955 clip was just getting under way in New Mexico at midmonth so far as range flocks were concerned. The farm flocks were shorn earlier.

SOUTH DAKOTA: One of the large Boston dealers was reported as buying early shorn wool in the Belle Fourche district at 52 cents. In the fleece wool sections of Minnesota, South Dakota and Iowa, cash prices offered by dealers ranged from 40 to 42 cents to the grower.

TEXAS: Most of the April activity in Texas was in eight-months' wools with one million pounds sold since the 1955 season opened. Some 176,000 pounds of this wool was purchased during the third week of April in a price range of 55 to 57 cents. Another 40,000 pounds sold from 56½ to 57 cents. One report gives 58 cents as the

top figure. The estimated clean price on this wool delivered Boston is from \$1.30 to \$1.40.

UTAH: A couple of clips of fine wool were sold in southern Utah at 60 cents a pound. Jericho wool was said to be selling as fast as shorn. Up to April 12, eight clips had been sold there at 52 to 57¼ cents. In northern Utah, several thousand fleeces, mostly medium wool, is reported sold at 52½ cents. Original bag Utah wool at 52 cents to 53 cents was reported to have a clean, landed Boston, cost of about \$1.40 to \$1.41.

WASHINGTON: A sale of 6300 fleeces at 58 cents a pound was made by a Washington operator who summers his sheep on the reservation at Browning, Montana. This is the only sale noted from Washington.

WYOMING: A contract on 16,000 fleeces of Natrona County to be shorn in June is reported. The contract price is 43 cents net to the grower.

## DOMESTIC WOOL QUOTATIONS ON THE OPEN MARKET AT BOSTON

Week Ending April 22, 1955

	CLEAN BASIS		GREASE EQUIVALENTS BASED UPON			
	PRICES (4)	%	ARBITRARY SHRINKAGE PERCENTAGES (3)	%		%
GRADED TERRITORY WOOLS (1)						
Fine:						
*Gd. Fr. Comb., Staple..	\$1.45—1.50 (1.64)	54	\$.67—.69	59	\$.59—.62	64
Av. & Gd. Fr. Comb.....	1.40—1.45 (1.58)	55	.63—.65	60	.56—.58	65
*Sh. Fr. Comb. & Cloth..	1.30—1.35 (1.44)	56	.57—.59	61	.51—.53	66
One-half Blood:						
*Gd. Fr. Comb., Staple..	1.35—1.40 (1.48)	51	.66—.69	54	.62—.64	57
*Av. to Gd. Fr. Comb.....	1.30—1.35 (1.41)	52	.62—.65	55	.59—.61	58
Three-eighths Blood:						
*Gd. Fr. Comb., Staple..	1.15—1.20 (1.28)	48	.60—.62	51	.56—.59	54
*Av. French Combing....	1.10—1.15 (1.14)	49	.56—.59	52	.53—.55	55
One-quarter Blood:						
*Gd. Fr. Comb., Staple..	1.10—1.15 (1.20)	46	.61—.63	48	.57—.60	50
*Av. French Combing....	.95—1.05 (1.05)	47	.50—.56	49	.49—.54	51
*Low Quarter Blood.....	1.00—1.10 (1.02)	41	.59—.65	43	.57—.63	45
*Common and Braid.....	.95—1.00 (.98)	40	.57—.60	42	.55—.58	44

### ORIGINAL BAG TERRITORY WOOLS

Fine:						
*Gd. Fr. Comb., Staple..	1.35—1.45 (1.59)	57	.58—.62	59	.55—.59	61
*Av. & Gd. Fr. Comb.....	1.25—1.35 (1.52)	59	.51—.55	61	.49—.52	63

### ORIGINAL BAG TEXAS WOOLS (2)

Fine:						
*Gd. Fr. Comb., Staple..	1.45—1.50 (1.67)	54	.67—.69	58	.61—.63	62
*Av. & Gd. Fr. Comb.....	1.40—1.45 (1.61)	55	.63—.65	59	.57—.59	63
*Sh. Fr. Comb. & Cloth..	1.35—1.40 (1.47)	57	.58—.60	61	.53—.55	65
*8 Mos. (1" & over).....	1.30—1.35 (1.48)	55	.59—.61	58	.55—.57	61
*Fall (% & Over).....	1.25—1.30 (1.35)	56	.55—.57	59	.51—.53	62

- (1) Wools grown in the range areas of Washington, Oregon, the intermountain States, including Arizona and New Mexico, and parts of the Dakotas, Nebraska, Kansas and Oklahoma. These wools cover a wide range in shrinkage and color.
- (2) Wools grown in the range areas of Texas, mostly bright in color and moderate in shrinkage except in the panhandle where they are considerably darker in color and heavier in shrinkage.
- (3) In order to assist in estimating greasy wool prices, clean basis, market prices have been converted to grease basis equivalents. Conversions have been made for various shrinkages quoted. (Prices determined in this manner are largely nominal.)
- (4) Prices in parenthesis are the approximate loan values of the class and grade clean basis only.

\*Estimated price. No sale reported.

## REMEMBER TO

# Save Those Good Fleeces for the 3rd National Wool Show

The third annual National Wool Show will be held in the Coliseum, Ogden, Utah, August 17, 18 and 19, as an added feature of the National Ram Sale. Entries in the show are open to all commercial and purebred sheep raisers as well as agricultural colleges. Judging will take place on August 18th and awards will be presented at the Ram Sale Barbecue August 18th.

Manager of the show is Russell R. Keetch, Sheep and Wool Specialist, Utah State Agricultural College, Logan, Utah. Show judges will be announced soon. Following are rules and general information for the show:

### RULES AND REGULATIONS

This is a show to encourage the production of better wool, to promote better handling and preparation for market, and to educate the growers to the system of grading.

The following shall apply to fleeces in the show: (a) Each fleece must have been shorn in 1955; (b) Each fleece shall represent not more than 12 months' growth, except in the case of yearling fleeces, when 16 months' growth will be allowed; (c) In case of controversy concerning the number of months' growth of any fleece, the acknowledged rate of monthly growth of wool from different breeds and types of sheep shall be used as a guide by the judges; (d) No wether fleeces shall be included.

If judges determine that any fleece is in the wrong class, they have authority to place the fleece in its proper class.

### NUMBER OF ENTRIES

Two to each class and no fleece can compete in more than one class, except for champion or special prizes.

### ENTRY FEE

An entry fee of \$1.50 per fleece will be charged on each fleece entered for competition. Unless this fee is paid, the fleece shall become the property of the National Wool Show and it will sell said fleece, deduct the entry fee and remit the balance to the exhibitor.

### PREPARATION OF FLEECES

Fleeces should be properly tied with paper fleece twine and wrapped with paper or cloth to prevent their becoming soiled. A paper carton is excellent for shipping.

The wool will be judged on the following points:

1. Quality of fineness (in the breed classification only; that is the fineness must be typical of the breed represented).
2. Uniformity of fineness and staple length among the various parts of the fleece.
3. Length and strength of staple.
4. Estimated clean weight.
5. Condition.
6. Character, including crimp, color, softness, and general attractiveness.

### HOW TO SHIP FLEECES TO THE SHOW

Fleeces may be shipped express prepaid, addressed to Jack Murray, Livestock Show Coliseum, Ogden, Utah, or they may be brought in by the exhibitor. In either case, fleeces must arrive at the Coliseum not later than 2 p.m., Tuesday, August 16, 1955.

Arrangements should be made by exhibitors to pick up their fleeces at the close of the show the afternoon of August 19th. All fleeces left on the grounds after the show will be returned to the exhibitor express collect unless the exhibitor gives the management permission to sell the fleece and remit.

### CLASSES IN 1955 WOOL SHOW

#### Division I. Purebred Classes

(R. denotes ram fleece; E. denotes ewe fleece)

Class No.	
1.	Rambouillet R.
2.	Rambouillet E.
3.	Corriedale R.
4.	Corriedale E.
5.	Columbia R.
6.	Columbia E.
7.	Panama R.
8.	Panama E.
9.	Targhee R.
10.	Targhee E.
11.	Other Breeds R.
12.	Other Breeds E.

In each of these classes, First prize \$5.00; Second prize \$2.50; Third and Fourth, ribbon awards.



#### Division II. Market Classes (Range) (Ewe fleeces only)

- |                         |                                                                                                       |
|-------------------------|-------------------------------------------------------------------------------------------------------|
| 13. 64's to 80's (Fine) | } In each of these classes, First prize \$5.00; Second prize \$3.00; Third and Fourth, ribbon awards. |
| 14. 60's (Half-blood)   |                                                                                                       |
| 15. 56-58's (¾ blood)   |                                                                                                       |
| 16. 48-50's (¼ blood)   |                                                                                                       |

#### Division III. Market Classes (Farm) (Ewe fleeces only)

- |                         |                                                                                                       |
|-------------------------|-------------------------------------------------------------------------------------------------------|
| 17. 64's to 80's (Fine) | } In each of these classes, First prize \$5.00; Second prize \$3.00; Third and Fourth, ribbon awards. |
| 18. 60's (Half-blood)   |                                                                                                       |
| 19. 56-58's (¾ blood)   |                                                                                                       |
| 20. 48-50's (¼ blood)   |                                                                                                       |

### TROPHY AWARDS

In addition to cash and ribbon awards named above, the following six trophies will be given: Grand Champion and Reserve Champion fleeces of the show; Best Rambouillet, Columbia, Panama, and Targhee fleeces.

### GENERAL INFORMATION

- I. Show fleeces are usually selected from the shearing floor. Usually you can make a better comparison when several shorn fleeces are saved. Then you can weigh and test all possible entries toward your final selection. Perhaps your County Agricultural Agent will give you assistance in selection and entries.
- II. Factors to consider in selection:
  1. Length of staple: These are the classifications: fine-2½ inches; ½ blood-3 inches; and ¾ blood-3½ inches. Additional length is desirable.
  2. Fleece weight: 11 pounds for ewe lambs, 12 pounds for mature ewes and 16 pounds for rams.
  3. Select clean fleeces.
  4. Consider fiber strength—(indicated by hand-testing).
  5. Freedom from defects, such as excessive hairiness, kemp, burrs, etc.
  6. Desirable processing qualities, uniformity in length and fineness, boldness and evenness of crimp, color, softness, freedom from second cuts, and general attractiveness.
- III. Care must be taken to roll the fleece into a neat bundle with the flesh side out. The show fleeces should be loosely rolled in a careful manner, using two strings if necessary to make an attractive unit.
- IV. Box or wrap show fleece carefully and be sure to label, indicating sex and age, months of fleece growth, name and address of grower. Fleeces from purebred animals should be labeled as to breed. Other fleeces, labeled Market Class (Range) or Market Class (Farm).

Clip Out This Entry Blank

THIRD ANNUAL NATIONAL WOOL SHOW ENTRY  
To be held at Livestock Show Coliseum, Ogden Stock Yards,  
August 17-18-19, 1955.

I desire to enter.....fleeces of wool shorn in 1955  
in the third annual National Wool Show, and enclose my check for  
entry fee of \$1.50 per fleece, \$..... Please send me  
shipping instructions and instructions on labeling.

Name.....

Address.....

Mail this blank and entry fee to: National Wool Growers Association, 414 Pacific National Life Building, Salt Lake City 1, Utah.

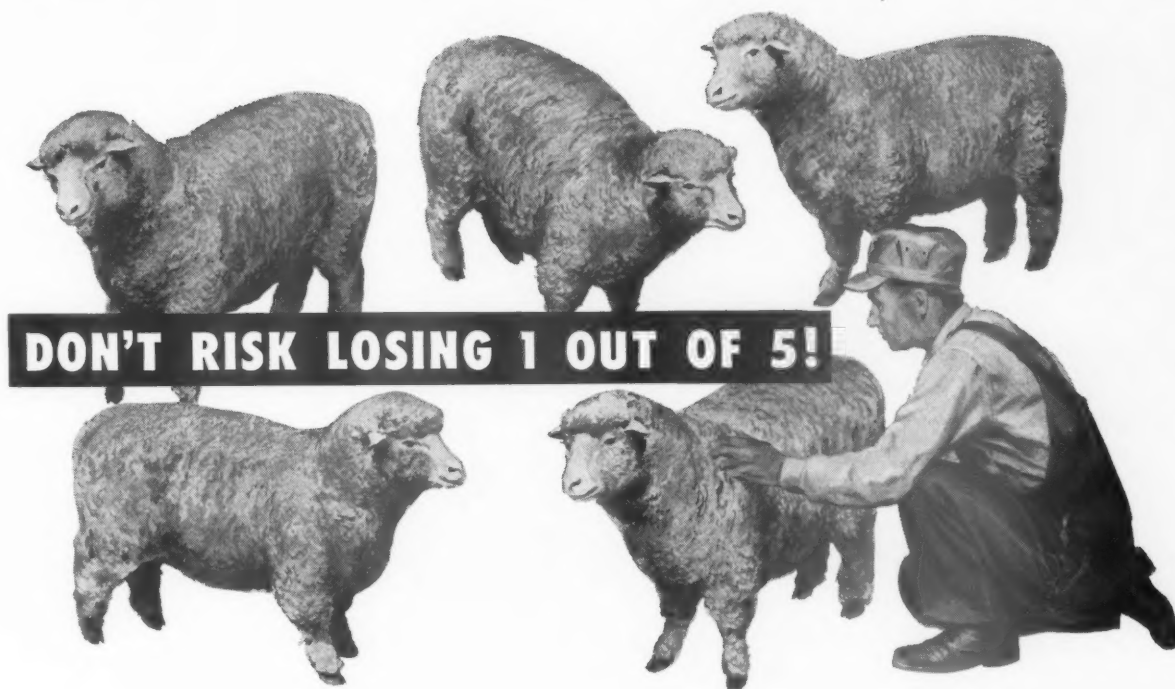


# PREVENT BLUETONGUE

## VACCINATE WITH

# BLUETONGUE LEDERLE

VACCINE



Bluetongue—a new sheep disease in the U.S.—may kill 1 out of every 5 affected sheep. Those that recover may be seriously set back. Losses to sheepmen are heavy either way. And the disease, once started, has never been successfully treated.

*But it can be prevented*—and these heavy losses avoided—by vaccinating the healthy

sheep. **BLUETONGUE VACCINE**—produced by Lederle—is your best answer to this new threat to your sheep profits!

Bluetongue is spreading. Take no chances. Protect your own flock, and others, by vaccinating annually a full month before bluetongue season in your area. Consult your veterinarian and write for free literature.



— **LEDERLE LABORATORIES DIVISION** —

*AMERICAN Cyanamid COMPANY*

PEARL RIVER

NEW YORK

To any market...  
in any weather...



it pays to  
**SHIP VIA BURLINGTON!**

- The sheep you raise represent good hard cash... but not till you get them to market. And whether you ship a carload or a trainload, you'll get more for them if they get the good care and prompt handling that assure arrival in good condition.
- That's why so many sheepmen ship via Burlington. They know that Burlington's equipment and experience pay off at the market... help produce better prices every time. Next time you ship sheep—a carload or a trainload—*Ship 'em Burlington!*

*Burlington Serves important livestock markets at Denver, Omaha, Sioux City, St. Joseph, Kansas City, St. Louis, St. Paul, Peoria and Chicago. We are also one of the nation's largest carriers of livestock and agricultural products.*

## BURLINGTON LINES

*Everywhere West*

Chicago, Burlington & Quincy Railroad  
Colorado and Southern Railway  
Fort Worth and Denver Railway





## Report: APRIL LAMB MARKET

# Weak Slaughter Lamb And Ewe Prices Noted

**A**N unforeseen heavy volume of slaughter lambs for April trading pushed prices considerably lower than they had been in March. Slaughter lamb receipts were larger than many in the trade anticipated for April.

Choice and prime slaughter lambs sold in a price range of from \$20 to \$23 during April. Some few spring lamb offerings at Ogden and Fort Worth reached \$23.25. Most sales of choice and prime slaughter lambs were made between \$21.50 and \$22, considerably lower than a month earlier.

Good and choice slaughter lambs likewise moved downward on the price scale in April. Prices varied from \$16 to \$22.50, with most sales being made in a \$20.50 to \$21.75 range. The top price for these lambs was paid at Chicago and the low price at both Ogden and Fort Worth.

Dressed carcass prices in April were accordingly weaker than they had been earlier.

Choice and prime dressed carcasses at New York sold mostly at from \$40 to \$43 during the month. A top of \$45 was paid early.

From \$37 to \$45 was the price range paid for good and choice dressed carcasses in New York. Most sales for these carcasses were made between \$37 and \$43.

Slaughter ewe prices dropped considerably in April—the first noted drop of the year.

An early month high of \$10 was paid for good and choice slaughter ewe offerings at Denver. The price for similar offerings dropped to \$6.50 late in the month at the same market. From \$5 to \$10 was the range pricewise for such slaughter ewes; however, most sales for this class of ewe were made between \$7 and \$8.50.

Cull and utility slaughter ewes sold from \$3 to \$8.75 during the month. Both the high and the low prices were paid at Denver. Most sales for such ewes were recorded between \$4 and \$7.25.

Feeder lamb offerings became very scarce in April. Most sales were reported out of Omaha in a price range of from \$19 to \$20.50, closing the month at \$20.

## COUNTRY SALES AND CONTRACTING

### COLORADO

A few loads of choice under 110-pound woolled lambs brought \$22 to \$22.25, delivered to Denver, in early April transactions.

The weather inflicted heavy losses throughout the entire month of April and country activity was practically at a standstill.

### TEXAS

Here, too, weather slowed up contracting of both cattle and sheep. Absolutely no country activity was reported during the month in sheep sales by the Agricultural Marketing Service of the USDA.

### MONTANA

Calving and lambing was about completed over the State as a whole in April. Some losses were suffered as a result of a heavy April snowstorm in Montana. Estimates of losses were approximately at 5.5 percent.

Country contracting for both spring and fall was very slow throughout the month. In a mid-April sale, about 4,100 well wintered, selected choice black-faced yearling ewes with a 90-pound minimum brought \$25 per head, selling out of the wool for mid-June delivery.

In the White Sulphur Springs area a band of 1,100 mixed whitefaced lambs sold for fall delivery at \$16.50, after seller selects 500 ewe lambs for replacements.

## WASHINGTON

Sheepmen with bands of ewes and lambs on the range were in the position of having virtually no grass developed as yet and no place to move; however, they were looking forward hopefully to the Palouse area where clover was reportedly making some good growth.

Contracting of Washington spring lambs remained at a standstill; some producers offered to contract lambs, fat basis, for July delivery at \$20, and while no bids were forthcoming, buyer ideas were reported as more than \$1 under that figure.

One load of old-crop, fed, clipped lambs, around 110-pounds with fall shorn pelts, sold for immediate delivery at \$19, f.o.b. lot, four percent shrink. This was \$2 under the \$21 figure obtained for comparable lambs with number one pelts a couple of weeks before.

A little activity developed in ewe lamb pairs. A band of 600 head of 5- to 6-year-old whitefaced ewes with a small end of younger ewes sold at \$22 per head. Another similar band was bid \$22 per pair with \$6 for each extra lamb, but those were held for extra money.

## CALIFORNIA

Trading on both spring and old-crop woolled slaughter lambs was very slow at weak to lower prices in California during April.

It is reported that probably 75 percent of the spring lambs now moving either on previous or current contracts were being shipped east. More Califor-

## Federally Inspected Slaughter—March

	1955	1954
Total U. S. Inspected		
Slaughter, First Three months.....	3,656,000	3,480,000
Week Ended .....	April 23	April 24
Slaughter at Major Centers .....	264,075	212,521
Chicago Average Lamb Prices (Wooled):		
Choice and Prime.....	\$22.15	\$25.65
Good and Choice.....	21.25	23.68
New York Av. Western Dressed Lamb Prices:		
Prime, 40-50 pounds.....	43.00	48.40
Choice, 40-50 pounds.....	43.00	47.40

## Federally Inspected Slaughter—February

	1955	1954
Cattle .....	1,661,000	1,511,000
Calves .....	713,000	660,000
Hogs .....	5,957,000	4,554,000
Sheep and Lambs.....	1,353,000	1,149,000



nia sheep have been shipped east through Ogden this year than last. So far this season (to April 22) 1,002 single decks, approximating 147,250 head have passed through Ogden, North Salt Lake and Green River, Wyoming. This compares with 309 decks through Ogden and Salt Lake the corresponding period of 1954.

A few loads of choice spring lambs in southern California sold at \$21.50 delivered in Los Angeles, while around 5,000 head in the San Joaquin Valley realized \$21 to \$22, with the feeder end at \$22.50.

About 2,500 lambs in the Sacramento Valley went at \$20, f.o.b. range, with usual shrink.

In early April, contracted lambs bought with delivery at growers' option were being delivered earlier than expected.

A string of around 3,000 lambs sold in the Bakersfield area of California early in the month at \$21.75 for fat lambs and \$20 for feeders. Scattered sales were reported in other areas of the San Joaquin Valley with around 4,000 to 5,000 contracted at \$21.50 to mostly \$22 for fat lambs.

In southern California in the Riverside, Chino Valley and Santa Margarita ranch areas, 10,000 lambs sold early with fat lambs at \$22.50, and \$19.50 for feeders 70-pounds and above. These were delivered to and weighed at Los Angeles. A few loads in the above areas also sold at \$22 f.o.b. the ranch.

#### INTERMOUNTAIN AREA

A few clean-up sales during the month in the Intermountain region were at about steady prices.

In southern Idaho, about 1,100 head of choice and early lambs sold in a country pool at \$20.25, while old-crop lambs were well cleaned up with a few loadlots later in the month at \$19.50 down.

Earlier, a few good and choice Utah and Idaho old-crop woolled slaughter lambs sold at \$19 to \$20 with two doubles of choice and prime 102-pound Idahos at \$22 on the Ogden market.

#### TEEN-AGERS NEED MORE MEAT

Teen-agers from 13 to 19 actually need from 30 to 50 percent more of certain vital food nutrients than their fathers and mothers, especially those supplied by protein-rich meat. As a result of these findings, the National Live Stock and Meat Board is placing particular emphasis on teen-agers nutrition in its program of research, education and information on meat.

Colorful exhibits are being used to show the extra portions of nutritious foods needed by teen-agers in

comparison with adults. These charts have been widely used at the meetings of professional people in the fields of medicine and education as well as on TV.

The teen-age girl, incidentally, is said to be the poorest fed member of the American family today. In acquiring the extra nutriment needed, the Board estimates that teen-agers should consume 40 percent more meat than their parents are getting today. At the present annual per capita rate of meat consumption—156 pounds per year—this would amount to at least 62 more pounds for each of the 16 million teen-agers in our population today.

#### MEAT BOARD'S TV SERVICE

Some 129 TV stations in 40 States had subscribed to the Meat Board's new weekly service "How-To-Do-It With Meat" up to the end of March. The first week's feature, including script and meat photographs for use on TV screens, was used during the week of April 4.

Some TV stations in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas and Washington are included in the 129 subscribers to the Meat Board's Service. You may catch some of these programs.

## LAMB DISH OF THE MONTH



#### QUICK AND EASY FOR BUSY SPRING DAYS

##### Menu

Lamb Patties with Tangy Sauce  
Cottage Fried Potatoes Lima Beans  
Tomato-Cabbage Salad  
Hard Rolls  
Butter or Margarine  
Apple Pie  
Beverage

#### LAMB PATTIES WITH TANGY SAUCE

1½ pounds ground lamb  
¼ cup fine bread crumbs  
2 tablespoons grated onion  
1 teaspoon salt

¼ teaspoon pepper  
¼ cup milk  
¼ cup catsup  
1 tablespoon prepared mustard  
½ teaspoon Worcestershire sauce

Combine lamb, crumbs, onion, salt, pepper and milk. Shape into patties ¾ to 1 inch thick. Add enough lard or bacon drippings to lightly grease frying-pan. Add patties and brown on both sides pouring off drippings as they collect in the pan. Turn frequently allowing 10 to 15 minutes for cooking. Remove patties. Combine 2 tablespoons drippings, catsup, mustard and Worcestershire sauce. Heat until blended. Serve over patties.

(Department of Home Economics, NATIONAL LIVE STOCK AND MEAT BOARD)

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APR 4 1955

Happy

Contents

Better Homes and Gardens

May 1955 • 25c In Canada 30c

LAMB!  
HALF P...  
ham is a year...  
lamb and ve...  
dessert—can...

with the season. Of course,  
frill now. Play up  
vegetables, salad, and  
color and flavor scheme, as below

LADIES' HOME JOURNAL

APRIL 1955-35c

THE MAGAZINE

COMPANION

## Lamb Keeps Good Company

Well over 15 million readers are represented by these important national women and home publications. It has been the policy of National Wool Growers' Lamb Promotion to keep food editors of these publications, and others, aware of lamb's potential as subject matter for food spreads.

MEAL OF THE MONTH

LAMB CASSEROL

with a new twist

Every bit topped crisp salad

appetizer  
Lamb casserole with...  
Poultry salad...  
Tuna and vegetable salad  
Creamy gingerbread dessert  
Hot tea

he casserole...  
sle to the...  
bread dessert

Favo

HUB OI  
Rolled in...  
slices of...  
halves 6l  
More m...

44c

36c

EVERYWOMAN'S

5c

APRIL 1955 • 25 CENTS

Sunset

THE MAGAZINE OF WESTERN LIVING

TRIMMED LEO FOR ROASTING

SMALL LEO MEAT FOR STEAK

BOILED AND FRIED WHOLE LAMB LOIN

BOILED LEO MEAT FOR STEAK

Take weight of this whole lamb of lamb is 2 1/2 pounds. From...  
and the dissection, indicated meat, they...  
about a pound apiece. The turned by all hands

## Washington Women Continue Promotion

**A**UXILIARY members in the State of Washington are taking advantage of every opportunity available to advertise wool and lamb.

The Lower Yakima Valley and the Yakima Chapters have been asked to sponsor a luncheon which will include about 300 guests, at the district Federated Women's Club Convention to be held in Yakima in May. For favors they will have the juice glasses made with the inscription "Nothing measures up to wool." They will also furnish about 1,000 of the same glasses to a Homemakers' Conference in Seattle this fall.

Mrs. John Mearns, sewing contest director, reports that there have been many requests for entry blanks and also many entries in the "Make It Yourself With Wool" contest at this early date.

A cold-water soap, "Woolite," has recently been put on the market. Many people say they have used it with amazing results and it is believed it will interest more people in using wool, and increase its sale. It is being recommended to home-sewing contestants.

Mrs. Keith Jones will be chairman of the Wool Booth Committee this year for the fair. She plans to maintain a rest and meeting place for the convenience of the members and friends as well as the exhibit. The lamburger booth will also be maintained this year. This provides the funds for carrying on the "Make It Yourself With Wool" program.

State members are encouraged to ask for lamb in the restaurants and markets even though it does not appear on the menus or shelves.

The Lower Yakima Valley Chapter held their annual guest day with a pot-luck luncheon on April 18 at the Legion Hall in Sunnyside, Washington. Mr. Roy Ward of the Pacific Wool Growers, Portland, Oregon, was the speaker.

Mr. Ward explained wool grades, spinning counts, and the types of wool required by mills and manufacturers for the products they manufacture.

He also explained the new govern-

Material for the auxiliary section should be sent to Mrs. Floyd T. Fox, Route 3, Box 56, Silverton, Oregon.

ment wool incentive payment program and said that as a result of this aid to sheepmen, the raising of sheep—particularly farm flocks—had taken on a new impetus in sections of Washington and Oregon where there had been few before.

A favorable vote on the referendum on Section 708 of the National Wool Act was urged by Mr. Ward.

—Mrs. S. A. Fernandez, Reporter  
Sunnyside, Washington

## National Contest Winner Writes Mrs. Robertson

**M**RS. J. W. Robertson, Twin Falls, Idaho, State auxiliary president, writes that auxiliary work in her State is progressing. She sends the following letter of appreciation written to her from Mrs. Patricia Jeppson, Preston, Idaho, Idaho's top Senior winner and National contest winner in 1954. Patricia is a young mother, and writes:

"Dear Mrs. Robertson — As I write this note, I am thinking of all you did for me to make my trip so enjoyable to Salt Lake. When I think of how you let me see my baby, and then let me leave early so as to be with my husband, I am sincerely grateful. I'm afraid your job is a thankless one sometimes, and has lots of work connected to it. I received the check today and want to thank you for the many letters you wrote in my behalf. I can sincerely say I am a better person for having known you. I am still overwhelmed about my Paris trip. It's almost too much to believe. I owe an awful lot to the wool growers. Thanking you again —Mrs. Patricia Jeppson."

## Oregon Group Has Luncheon Meeting

**T**HE wool growers' auxiliary had their April luncheon meeting Wednesday the 6th at the suburban home of Mrs. Paul Hill. The assisting hostesses were Mrs. S. A. Head, Mrs. John Steiger, and Mrs. Walter Clark.

The Baker merchants are having a spring festival, April 15 and 16 at the Community Center. The wool growers auxiliary has taken a booth and also will have a style show, on Saturday, of sportswear of wool.

Committees to decorate the booth, get display material, models, clothes, etc., were appointed. It was decided to have woolen piece goods, hand-hooked rugs, afghans and also some products containing lanolin for display.

A drawing will be made from those registering at the booth. A woolen skirt length donated by the Pendleton Woolen Mills and a leg of lamb given by Mrs. Art Boyd will be the prizes.

President Palma Rouse presided.

## A 64-POUND FLEECE?

Russia is making considerable effort to increase production of finer types of wool, according to a statement by Professor A. I. Nikolaev in the Soviet magazine "Agriculture."

Large-scale crossings of coarse-wool ewes with fine-wool rams, largely by artificial insemination, have helped Russian sheepmen to switch from pre-revolution coarse-wool sheep raising to present day fine-wool breeding, according to Professor Nikolaev.

The Professor claims that fleeces of Askani rams, the best breed in Russia, reach weights of up to 64 pounds. From a Western viewpoint, this claim would be regarded as fantastic. The best Australian Merino stud ram fleece weight of 40 pounds (greasy) is considered exceptional. Usually, such fleeces do not exceed 30 pounds (greasy).

A British fleece which attracted a good deal of attention in November last year, from a half-bred hoggett, weighed 27.5 pounds, and was described by a Bradford wool-sorter as the largest he has seen in 44 years of sorting.



# Texas Action on 708 Program

THE Board of Directors of the Texas Sheep and Goat Raisers Association in a special meeting in Ozona on April 12 voted 35 to 27 in favor of the principles of Section 708 of the National Wool Act and also approved the agreement activating this section entered into between the Directors of the American Sheep Producers Council and the Secretary of Agriculture.

In reporting this action, Secretary Ernest Williams states: "It should be brought out that those voting in opposition (27) were not voting in opposition to the principles of Section 708 and promotion of lamb, wool and mohair. I would say that it was 99 percent in opposition to the setup of the American Sheep Producers Council and the lack of control over it by the National Wool Growers Association through its affiliated State members."

The resolution as adopted is: "Be it resolved, that the Directors of the Texas Sheep and Goat Raisers' Association assembled at Ozona, Texas, this 12th day of April, 1955, go on record favoring the principles of Section 708 of the National Wool Act, 1954, and approving the Agreement submitted by the Directors of the American Sheep Producers Council to the Secretary of Agriculture in February, 1955, which was accepted and signed by the Secretary in March, 1955, activating the provisions of Section 708.

"Be it further resolved, that the offi-

cers of the Texas Sheep and Goat Raisers' Association use personnel and facilities of the association to disseminate information and publicity to the growers on the forthcoming referendum through every available media such as the official magazine—Sheep and Goat

## SHEPHERD SAM



"First we trapped the bears, then we shot the coyotes, now, we got uranium prospectors."

Raiser—newspapers, radio and television and other means."

In carrying out the second section of the resolution, both sides of the question—that is, the advantages to the program and any objections—are to be fully covered in the Sheep and Goat Raiser magazine. In this way, Secretary Williams states it is believed that growers will be fully informed on the "self-help" program and will be ready to vote when the time comes for the referendum.

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FOR INFORMATION WRITE  
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C. W. Nickman, Secretary-Treasurer  
Moose, Idaho

Recorded by the Canadian National Livestock Records

## Wyoming Snowstorms Wreak Heavy Losses

A statewide canvass of wool growers has confirmed earlier estimates of a \$1,200,000 loss of livestock in two recent Wyoming snowstorms.

Heavy losses were directly attributable to the fact that the unseasonable storms occurred after shearing had been completed by many ranchers.

Estimates made by the State Agricultural Department and confirmed by ranchers and others in the wool growing industry indicate that the total sheep loss will be from 8,000 to 10,000 sheep. Normal sheep population of Wyoming, the Nation's second largest wool producing State, is two million.

The first storm, which lasted three and a half days and left 39 inches of snow in some areas, occurred in the northeastern section of the State where heaviest sheep losses were reported. The second storm occurred in the southeast portion of the State and was less severe.

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# RESEARCH NEWS

Methods for economical reseedling of millions of acres of denuded forest and rangelands have been successfully developed with a highly poisonous chemical—so poisonous that the German manufacturer has refused to market it.

The sought after chemical is called tetramine, and is a German dye intermediate. It coats seed with a poisonous armor that repels rodents but does not affect the germination process of tree and brush seeds.

U. S. wildlife biologists who first discovered the chemical's benefit to direct forest reseedling programs, believe they have found an alternate compound possessing all of tetramine's advantages without its "high hazard."

In the past, direct seeding methods have been stalled by mice, squirrels and other rodents that eat seed as soon as it is scattered on the ground. This has forced lumber companies and State and Federal agencies to resort to expensive hand planting or to widespread poison bait campaigns to destroy the rodents before tree or brush seeds are scattered.

**How do worm parasites get into stock? Where do they come from?**

Almost all of the worm parasites have life cycles in which the host animal becomes infected when it eats the infective stages of the parasites in contaminated food or drinks contaminated water. Most of the worm parasites of young animals have their source of infection in the parasites carried by the breeding stock.

It is known that not all worm parasites occur at every farm and sometimes farmers buy a particular new kind of worm, for their farms, when they buy replacement animals. Since

all livestock have worm parasites, it is hard to say just exactly where worms come from since the worms are always present.

**Importance of adequate water for sheep on salt-mix feeds can hardly be exaggerated.**

A sheep on a high-salt ration will drink as much as 45.7 pounds of water a day, experiments by the University of California Department of Animal Husbandry showed.

On rations containing as high as 9.1 percent salt, breeding ewes performed in every way just as well as a group receiving a normal .5 percent salt, said W. C. Weir, sheep nutritionist in the department at Davis.

He is convinced that levels of salt normally taken in self-feeding on California ranges will have no adverse effect on weight gains of the ewes or lamb production. Tests at Davis have also shown that sheep on salt mixes will not suffer permanent damage when deprived of water for considerable periods.

Two wethers on pellets containing 11 percent salt were shrunk for 36 hours in a stall and compared to two wethers on a normal salt intake. The high-salt sheep, Weir said, lost 7.5 percent of their body weight while the others lost 5 percent during the drying-out period. But when feed and water were restored, both groups came back to their previous weight in about the same time.

"No other adverse effects were noted," Weir reported. "However, in marketing or shipping animals fed salt-mixes, it would be desirable to take them off the high salt a few days before moving them."

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Allred's PRACTICAL GRASSLAND MANAGEMENT .....	\$ 5.00
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Wentworth's AMERICA'S SHEEP TRAILS .....	10.00

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# AROUND THE *Range Country*

Around the Range Country gives our readers a chance to express their opinions about anything pertaining to the industry or about life in general. In offering this space for free expression of thought, the National Wool Grower assumes no responsibility for any statement made. The statement about range and pasture conditions is taken from the U. S. Weather Bureau report for the week ending April 25, 1955.

## WEATHER AND PASTURE CONDITIONS

Duststorms in the Great Plains, tornadoes in the Mississippi Valley, frequent showers in the North and East, and a continued contrasting temperature regime of abnormal warmth in the East and unseasonably low temperatures in the far West for the third consecutive week were the main features of the week's weather.

Cold weather and/or drying winds continued to retard the growth of ranges and pastures in the far West. Much-needed rains in the far Southwest during the week were helpful, except in some portions of California where ranges had deteriorated beyond recovery. The shortage of stock water supplies and pastures continues serious in northwestern Oklahoma, western Kansas, and the western two-thirds of Texas. High winds in New Mexico damaged grass and weeds that had started growth, and prospects for new forage are poor until good rains occur. Pastures are developing rapidly in the eastern portions of Kansas, Oklahoma, and Texas. In the Mississippi and Ohio Valley areas pastures are in good to excellent condition, and many are furnishing much better than average forage. They are also in mostly good condition in the Atlantic coastal regions, although more rain would be helpful in some localities.

## CALIFORNIA

### Cool, El Dorado County

March 22, 1955

Sheep are shorn here starting about the 15th of April. Shearers receive 40 cents a head without board. We paid them the same last year.

Our sheep wintered well, although we have had a little trouble with foot rot.

We had good weather for lambing. There were about the same number of lambs saved per hundred ewes this year as last.

Hay prices have been higher this year than last. Baled hay is selling for \$35 per ton.

—Will Lehman

### Dixon, Solano County

April 15, 1955

It has been very dry here since the first of April. Feed in most of the Sacramento and San Joaquin valleys has dried up.

Our sheep wintered very well.

Shearing here is getting in full swing now. The contract rate is 50 cents per head for shearing and tying wool and for the use of the shearing plant. Individual shearers get 40 cents per head without board.

Some eight-months' wool sold here from 52 cents to 58 cents a pound; 12-months' wool from 60 cents to 65 cents. The 65 cents was paid for very fine lots.

There were far fewer lambs saved per hundred ewes than usual this year. The normal percentage is around 105. This year it was 90.

We had good weather during lambing.

Some fine-wooled yearling ewes recently sold at \$24 per head. Whitefaced crossbred yearling ewes brought \$22 per head.

—J. G. Lewis, Jr.

### Witter Springs, Lake County

March 27, 1955

Shearing is done here in May and June.

The majority of our sheep are in fair condition, although March has been dry and cold and feed has been poor.

Hay prices are higher this year than last. Baled hay is going at \$30 to \$35 per ton.

We had mostly clear weather for lambing, and I believe that the average number of lambs saved per hundred ewes is slightly higher than last year.

—F. M. Ledford

## COLORADO

### Agate, Elbert County

April 15, 1955

We have had three dry years in a row here. We'll be in real trouble if relief doesn't come before too long. It has been dry and windy with light snows since the first of April.

Our sheep wintered in fair condition. We had to do more supplemental feeding this year than last.

Shearing starts here about June 1. Contract shearing will be done at 32 cents a head. This will include all labor except working the sheep.

Good weather prevailed for lambing, although it was quite windy and dry. About 10 percent fewer lambs were saved than last year.

—James B. Jolly

### Meeker, Rio Blanco County

March 18, 1955

We have fed sheep hay and concentrates until recently. Range feed has been fair to poor, and the snow is gone now. Hay prices are about the same as last year. Baled hay sells for \$25 per ton.

Our sheep have wintered quite well so far.

Shearing is done here in the middle of April. The contract rate last year was 40 cents for shearing, tying and sacking the wool.

—Phillip Jensen

## IDAHO

### Cambridge, Washington County

March 28, 1955

Our range is very poor for March, 1955. Our sheep, however, are in excellent condition. Hay prices have been higher this year than last. Loose hay is selling at \$20 per ton and baled hay brings \$22 per ton.

We had extra good weather during lambing. The number of lambs saved per hundred ewes is above average.

Shearing is done here from April 1 on through to May 20. Shearers receive 30 cents per head with board. This is the

same price as last year. There is no contract shearing in this district.

Snow has just melted off the ranges, and sheep will not be on the range until April 5. Hay is a problem—\$30 per ton if you can find it.

—Tom B. Burton

#### Castleford, Twin Falls County

April 14, 1955

We have had a long, late, cold spring. Feed is still short—there is a shortage of hay, and the range is still in bad condition.

Our sheep have wintered quite well. Shearing is all done here. We contracted our shearing at 40 cents a head with board. Without board, shearers receive 50 cents per head.

There have been a few transactions of wool in this area. Some coarse, quarter-blood wools sold from 47 cents to 54 cents a pound.

The number of lambs saved per hundred ewes is higher this year than last. Weather during lambing was fair—dry and cold.

—Felix Celaya

#### St. Charles, Bear Lake County

April 14, 1955

We have gone behind on our sheep for the last three years. If prices for wool and lambs don't soon increase, we will be forced out of the business. You can't sell wool at 40 cents and lambs at the price they have been and buy hay at \$20 and \$25 per ton to winter ewes on and still stay in business.

It has taken my entire lamb check to winter the ewes this winter. We have to feed too long in this high altitude.

There is no grazing in April here, as the ranges are all covered with snow. Ranges open about May 1 to 10.

Our sheep are in very good shape, as we have fed them well. We started supplemental feeding about one month earlier than usual. We started to feed pellets on the 15th of November and hay on the 15th of December.

Sheep here are shorn in May and June. Shearers are paid 35 cents with board and 40 cents without.

There are a few bands here that April lamb, and I understand they lost quite a few lambs, as weather was very bad during their lambing. There should have been plenty of help for lambing, as there is absolutely nothing else to do.

—J. E. Negus

#### Twin Falls, Twin Falls County

April 14, 1955

Shearing is completed here. The contract rate was 50 cents per head. This included shearing, tromping and tying; no wrangling was done by the shearers. Shearers receive 35 cents per

head with board and 40 cents without board.

In recent wool transactions in this area, 20,000 pounds of three-eighths wool sold at 47 cents a pound; 80,000 pounds of quarter blood wool sold at 52 cents a pound; and 100,000 pounds of quarter blood wool sold at 54 cents a pound.

We had good weather during lambing. We saved about 125 to 140 lambs per hundred ewes.

Some whitefaced crossbred yearling ewes recently sold at \$25 per head.

—Dan Cavanaugh

#### MONTANA

##### Bridger, Carbon County

April 16, 1955

There are no sheep on the range in this section as yet. Our flocks came through the winter in good shape.

We shear here during May. Shearers will receive 40 cents per head with board.

Weather during lambing was the worst ever. We saved about the same percentage of lambs as last year however, and we had sufficient help at lambing time. Ours is a farm-flock set-up with sheds and shelter for lambing. Some fine-wooled yearling ewes have sold at \$25.

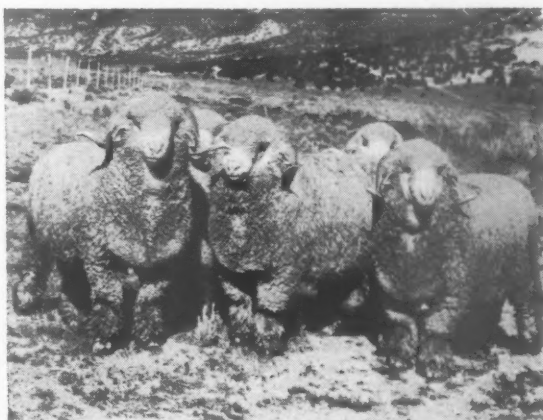
—C. C. Pierce

##### Stanford, Judith Basin County

April 22, 1955

We have been very busy lambing and are just starting on the third band. The weather has not been too good; the spring is late, with very little new grass

(Continued on page 42.)



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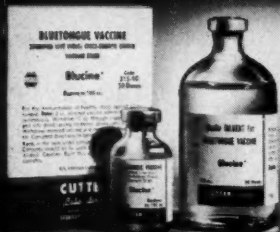
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BLUETONGUE  
VACCINE

Bluetongue infection is a seasonal disease. The incidence of infection is rapidly lowered following the first frost in the fall. There is no known cure for bluetongue. Vaccination of animals, however, has proved to be a practical means of preventing bluetongue losses.

Blucine is a live, modified virus vaccine for the immunization of healthy sheep against bluetongue infection. The virus used for production of Blucine was modified by serial passage in chick embryo culture. Each package of Blucine contains the dried, vacuum sealed virus and a bottle of diluent.

**Dosage:** 2 cc. regardless of age or breed. Available in 10 and 50 dose packages.

Call your Cutter Veterinary Supplier for

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**Blucine\***  
BLUETONGUE VACCINE

CUTTER Laboratories  
BERKELEY, CALIFORNIA

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Prevent Ovine  
Enterotoxemia  
(OVEREATING DISEASE)  
WITH  
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(Clostridium Perfringens,  
Type D, Bacterin)



Fringol protects against enterotoxemia in healthy lambs. Fringol is Alhydrox® (Aluminum hydroxide) adsorbed and formaline inactivated.

**Dosage:** 5 cc. injected subcutaneously. Available in 10 and 50 dose packages.

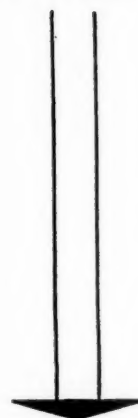
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## ANIMAL HEALTH

# Blue Tongue - Time to Vaccinate

(reprinted from the California Livestock News, April 12, 1955)

State of California  
Department of Agriculture  
Sacramento, California

Sirs:

An extensive survey of ewes vaccinated against blue tongue through the summer and fall of 1954 and the apparent results on the lambs dropped by these ewes has just been completed by our fieldmen.

It showed that if the ewes were pregnant four to eight weeks at time of vaccination, the lamb losses from these ewes were frequently heavy on some ranches. The losses varied from different ranches, also some light losses before and after these dates.

The ewes which were pregnant two and one-half or over three months, dropped normal lambs as did the ewes vaccinated from one to 10 weeks before breeding.

Some owners reported a break from two to four weeks in their lambing which checked back to follow vaccination date by approximately five months. This break might indicate a reaction which interrupted the normal heat periods of the ewes or caused a temporary period of sterility in the rams.

There were a few reports of severe reactions following vaccination of feeder lambs with failure to gain for some weeks. These reports of feeder lambs did not come to our attention in time to make an investigation.

It is reported in the literature that lambs from immune ewes can not be successfully vaccinated until about four months of age. Also direct sunshine and intense heat intensify the symptoms of blue tongue and may cause adverse reactions in vaccinated animals.

In view of the above, and since the disease has been appearing earlier each year, it would appear best to vaccinate the ewes and rams three weeks or longer before breeding and as early as possible while the weather is fairly cool. Feeder lambs should be vaccinated on arrival at the ranch or if they are from immune ewes after they are four months of age.

When Dr. R. A. Alexander, Director of Veterinary Services, Onderstepoort, South Africa, who is considered to be an outstanding authority on blue tongue, visited this country in 1953, he reported that immunity from an attack of blue tongue or vaccination

against it in South Africa lasted about one year, or possibly longer, but it was necessary to revaccinate each year. That, of course, is our recommendation.

—H. P. Bonnikson, D.V.M.  
Chief, Bureau of Livestock Disease Control, Division of Animal Industry

## Scrapie Diagnosed In Texas Flock

DIAGNOSIS of scrapie in a single ram has led to a quarantine by the USDA of around 3,200 sheep in the Lometa area of central Texas. The sheep, owned by seven ranchers, have already been or will be slaughtered.

The Federal Government had made a preliminary appraisal of the animals by April 6 but had not reached an agreement with the owners on values.

Members of the Advisory Committee of the Texas Sheep and Goat Raisers Association meeting in Sonora on April 6th asked the USDA and the Texas Live-

stock Sanitary Commission to help in wiping out the threat from this disease.

Also the Texas Association has asked the State Legislature to appropriate \$15,000 to fight the disease and help pay indemnities to the flock owners whose sheep must be slaughtered.

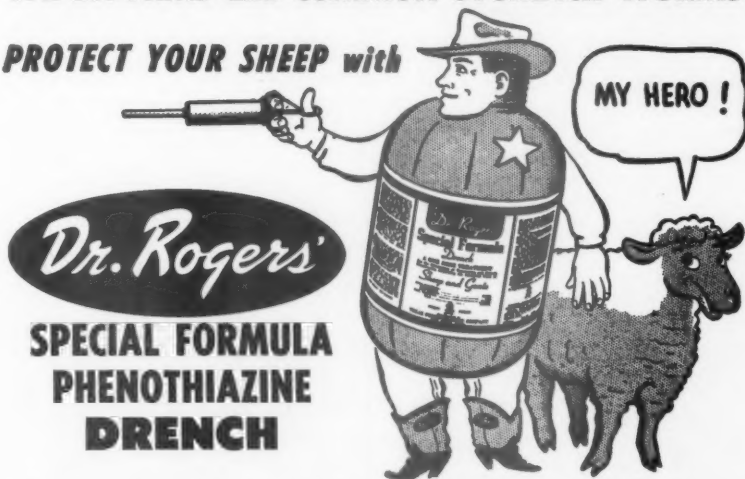
The Texas Committee voted to continue efforts to obtain an additional \$125,000 from the State in its fight to eliminate sheep scabies from Texas.

Representatives of the USDA's Agricultural Research Service and the Range Experiment Station near Sonora and the State Livestock Sanitary Commission explained the seriousness of the scrapie outbreak to the Texas Advisory group at their meeting.

An outbreak of scrapie in a Tennessee flock was also reported recently. Scrapie, which has made its appearance in several areas in the United States within the past few years, is a chronic, infectious, nervous disease of sheep, characterized by an unusually long period of incubation (from 18 months to two or three years or more) and extended course. Symptoms include intensive itching and rubbing, causing the wool to be "scraped off," progressive locomotor incoordination, weakness, paralysis, and death. (NATIONAL WOOL GROWER, June, 1954, Page 24)

## ONE SHOT KILLS BOTH TAPEWORMS and COMMON STOMACH WORMS

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Increase your profits by keeping sheep free of intestinal parasites. DR. ROGERS' SPECIAL FORMULA PHENOTHIAZINE DRENCH contains purified phenothiazine to eliminate all commonly known stomach and intestinal worms and the right amount of lead arsenate to give complete kill of tapeworms. DR. ROGERS' SPECIAL FORMULA PHENOTHIAZINE DRENCH has proved effective in drenching over 30 million sheep. This product is so carefully formulated that it does not separate. Each dose is easily measured — easily given. Insist on highest quality DR. ROGERS' SPECIAL FORMULA DRENCH — the original pink sheep drench — another famous DR. ROGERS' product.

TEXAS PHENOTHIAZINE COMPANY (BOX 4186) FORT WORTH, TEXAS

## RANGE COUNTRY

(Continued from page 39.)

and we still have to feed hay and cake. This is probably the result of no winter when we should have had it.

—Gerald Hughes

### NEW MEXICO

#### Elk, Chaves County

April 22, 1955

It was windy here during lambing. There are about the same number of lambs saved per hundred ewes as last year. We had sufficient help for lambing, as we lamb in pastures.

Shearing is completed here. We contracted our shearing at 30 cents a head. This rate covered shearing, tying and sacking.

Some wools grading 64's and up have sold in this area from 45 to 50 cents.

—Charles Cleve

#### Hope, Eddy County

April 18, 1955

About the same percentage of lambs per hundred ewes were saved in our flock this year as last. It was fairly cool and windy with lots of duststorms, because of the prevailing drought, during lambing. In this section, where we all have sheep proof fencing and small pastures, we don't require extra help for lambing. Our regular help rides the pastures.

Most sheep here have been sheared, as we all shear before lambing. All shearing in this area is contracted. This year's contract rate is 32 cents per head. This includes all labor, and shearers board themselves.

Some 300,000 pounds of mostly fine wools have sold in this area at from 48 to 50 cents a pound.

We began supplemental feeding here on March 1, right after shearing was finished.

We are in a drought-stricken area, and our main problem is that our expenses are high and our income is low. Labor prices are high, supplemental feed costs are high—things are just not adjusted for the producer.

—J. H. Clements, Jr.

#### Tinnie, Lincoln County

April 19, 1955

There was a showing and sale of wool at Roswell on April first. Very little wool sold however, as producers are unwilling to take the offers made.

We contracted our shearing done this year at 30 cents a head. Contract labor includes shearing and packing. Shearers received 18 cents per head with board.

It has been dry and windy here since the first of April. Feed conditions are just fair. We did less supplemental

feeding this year than last, and our sheep came through the winter in good condition.

Lambing is now under way and it looks like we'll have a pretty good crop.

—J. A. Cooper

### NORTH DAKOTA

#### Freda, Grant County

March 11, 1955

This past winter has been very good. We haven't had much snow, and the temperature ranges have been fairly high.

About 15 years ago there was 15 million pounds of wool in our wool pool. It has now decreased to only one hundred thousand pounds.

However, people are starting to look more and more to sheep in this section of the country, because of the drop in cattle prices and also because of the new wool bill that was passed.

There was a sheep sale at Dickinson, North Dakota, a while back, and old ewes sold from \$14 to \$20. Big white-faced ewes that sold as six-year-olds went at \$26 per head.

We raise lots of corn and feed it to the ewes on the cob in the winter time. We've been feeding our lambs out for the past few winters.

Before I can determine the true market value of your lambs each day, I must know receipts at the 12 major markets, the trend of dressed trade at the major wholesale centers, both East and West Coast, and the packer (large and small) purchases over the country. I must also know the current value of various grades and weights of your lambs, percent of dressing as well as credits — pelt, casing, hearts, livers, etc. These all vary.

Lambs bought in Denver Tuesday are killed in the New York area following Monday. New York area kills about 22% of Federally Inspected lambs, so to get market value—

Ship 'em to . . .



MIKE HAYES

Union Stockyards - - - Denver, Colorado

We herd our sheep part of the time, and then change them around in the pastures other times.

We haven't had much trouble with coyotes, because Government trappers have been hired.

—Kelstrom Ranch

### OREGON

#### Brockway, Douglas County

April 18, 1955

Grass is coming along fine now, but it was slow getting started this spring. Our sheep wintered well, though we had to do more supplemental feeding this year than last.

We had some trouble with dogs and lost 18 ewes and 50 lambs.

Shearing will be done here in May and June. Shearers will receive 35 cents per head with board.

There was sufficient help for lambing and the weather was good.

—Marion G. Krebs

#### Juntura, Malheur County

April 15, 1955

This spring has been the most backward one I have seen since 1917. Every day we have looked for a change for the better, but it seems to get worse each day. Even today we had one-eighth inch of snow. I would say that spring is 30 days late.

It was very cold during lambing. We had pretty good luck with the number of lambs saved. We got along with the help we had during lambing, but we were a little short. We haven't docked yet.

Shearing will be done here from May 10 to 15. Contract shearing will cost us 50 cents a head with board. Shearers receive 30 cents a head and corral men will get 20 cents.

Our sheep wintered very well. We fed lots of concentrates.

—Martin Joyce

#### Oregon City, Clackamas County

April 20, 1955

Some fine-wooled yearling ewes recently sold in this section for \$25 to \$30 per head. Whitefaced crossbred yearling ewes sold at \$25.

Rainy weather has prevailed here since the first of April. Grass is growing good. Our sheep came through the winter very well. We had very good winter range.

Shearers received 45 cents a head without board. Our shearing is all completed.

We lamb in February, and had good weather this year. There are about 100 percent lambs saved this year.

—J. G. Kassner

**Wallowa, Wallowa County**  
**April 19, 1955**

The past winter was about perfect—cold enough to keep us out of the mud but not too cold.

However, March and April, to date, have been one for the book! The continued cold weather, snow and rain, have been a serious handicap in lambing and calving operations. The prolonged feeding has exhausted the hay supply here in the county and within trucking distance. Hay has sold from \$30 to \$45 per ton compared to \$18 to \$25 last year.

Lambing percentages were higher and the number of lambs saved about average. Lambs to date are o.k. but will start deteriorating soon if the ewes are not able to go on grass.

The deer and elk are doing considerable damage to what early grass there is. Some of our Government people apparently would like to turn all of our range country into a game preserve. (We are not dependent upon public range for our pasture.) Of course it would naturally follow that the irrigated valley would be needed to grow hay and grain for the saddle horses—so necessary for the numerous "inspection trips" into the beautiful and scenic hunting country.

—Perry N. Johnston

**SOUTH DAKOTA**

**Camp Crook, Harding County**  
**April 20, 1955**

Most shearing is done in June in this area, except for those who have feed and shelter. Local shearers will receive 37½ cents per head with board. About 25 percent of the sheep here have been shorn.

We've had cool and dry weather here. Grass is slow in starting. Our sheep have wintered well. More supplemental

feeding was done this year than last, especially in March and April.

My lambing percentage (the number of lambs saved per hundred ewes) is about 10 percent lower than last year. Lambing weather was good here.

—Martin Tennant

**TEXAS**

**Allamore, Hudspeth County**  
**April 15, 1955**

There was a good lamb crop in this area, despite the cold and windy weather for lambing.

Shearing will be done in this area from now until June. Contract shearers will get from 24 to 26 cents a head for shearing. Labor will include shearing, tying and sacking.

We had an extremely hard freeze here in the last of March. This, together with the total lack of moisture here since January, has aided in the continuing decline of the range.

Our sheep wintered in good shape. We did less supplemental feeding this year than last. In fact, we have done no supplemental feeding as yet, but we'll have to start unless it rains right away.

—Scott Keeling

**Brady, McCulloch County**  
**April 14, 1955**

Range conditions are very poor here. It has been warm and very dry. We've had to do lots of supplemental feeding, but our sheep have wintered well.

Our sheep are shorn. In this section sheep are shorn from April 1 to June 1. Contract shearing cost us 30 cents a head. This rate included all shearing pen help and shearers.

We had good weather during lambing. There is a better percentage of lambs saved this year than last.

Shorn lambs are bringing from 17 to 17.5 cents f.o.b. Fort Worth.

—Wilson D. Jordan

**Gouldbusk, Coleman County**  
**April 16, 1955**

There has been practically no action here in 12-months' wool. Some activity developed in eight-months' fine wool in southwest Texas at from 50 to 57 cents per pound.

We are still in the midst of the worst drought in history. There is no grazing and all grain and roughages fed are shipped in. Our sheep wintered below average.

There have been losses of aged sheep and new born lambs.

Most shearing is done here in May. Shearers receive 30 cents per head, without board. They do all the work except pen the sheep.

Lambing started here on March 1. We have about 80 percent lamb crop, compared to 100 percent last year.

—L. B. Kennedy

**Marfa, Presidio County**  
**April 18, 1955**

I think that we are going out of the fine wool business. The breeders might get some Delaine blood in their flocks. This would help.

Shearing will be completed here about June 1. Shearers are contracting this year for 25 cents a head. They will do all the labor.

We've had very bad weather here since the first of April. Our sheep have wintered in fair shape.

—Frank Jones

**Ozona, Crockett County**  
**April 20, 1955**

Today I sold 100 registered Rambouillet yearling ewes to George Bunker, Jr., of Ozona, at \$50 per head.

It is too early for wool sales at Ozona. Wool is just now coming into warehouses.

It has been dry and dusty here, and the range is deteriorating rapidly. We

19th Annual

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**Range Rams**

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did less supplemental feeding this year than last, but our sheep wintered well.

Shearing is starting here right now. The contract rate for shearing and packing short wool is 25 cents per head. Longer 12-months' wool costs 26 cents per head to be shorn.

Some 400,000 pounds of eight-months' wool in the Del Rio and Uvalde area sold at from 52 to 56½ cents per pound.

We had mild weather here for lambing until the late March freeze. There is a good percentage of lambs saved in our flock—about the same as last year.

—Dempster Jones

#### UTAH

##### Heber City, Wasatch County

April 15, 1955

Shearing here will begin within the next few days (April 17). Contract rate is 42 cents per head. Shearers do all labor except branding the sheep. We don't board the shearers, but we furnish them meat to eat.

Lambing begins here about May 10.

It has been cold and windy since the first of April. We had to feed hay for about six weeks—from February until the middle of March. All in all, we did about the same amount of supplemental feeding this year as last.

Our sheep wintered very well. Losses were light.

There have been some yearling ewes priced at \$22. There have been some pairs priced from \$28 to as high as \$35 for aged sheep.

—Wayne T. Murdock

##### Laketown, Rich County

April 15, 1955

Due to long, cold spells, it has been an exceptionally expensive winter. It has taken lots of hay and pellets to bring our ewes through in good shape. Just since the first of January we have about \$5 per head in our ewes feed-wise. We've fed one-third pound of 22 percent pellets per day. There is no grass here yet. It has been cold and stormy since the first of April.

We will lamb and shear starting about May 1.

—Allan Adams

#### WASHINGTON

##### Yakima, Yakima County

April 15, 1955

I raise pastured ewes. I believe the time is near or at hand when the sheep industry no longer can rely alone upon range operators but must realize that more and more pasture land is devoted to sheep. More and more smaller operators are needed to be interested in wool growers' associations. I believe that the support these operators would give our association would be very worth while.

The weather has been windy and cold with snow falling at times. Grass has been short and is two to three weeks late. We have had a very fine winter. Our sheep are too fat.

We did more supplemental feeding this year than last, and the mild winter with too high protein feed caused some sheep losses.

Shearing is done here from the 15th of April to the 1st of May.

Lambing is completed, and more lambs than average have been saved per hundred ewes.

I like the Around the Range Country section very much. It is the very first page I turn to when I get my NATIONAL WOOL GROWER.

—A. R. Sanislo

#### WYOMING

##### Eden, Sweetwater County

April 18, 1955

If the time comes when we have to pay a guaranteed annual wage, regardless of the kind of herder we get—the sheepman is finished.

A few farm flocks have had a good lamb crop percentage.

Weather has been poor here since the first of April. Storms have missed our area. It has been windy. Our sheep have wintered well. We've fed hay for three months. We've done about one-third more supplemental feeding this year than last.

Sheep will be shorn here from April 20 to May 10—before lambing. Shearers will receive 42 cents per head with board this year for blade shearing.

Probably all wool in this area will be warehoused and graded, then sold on a core-test basis, or it will be sold to some buyer who is able to estimate very closely the shrinkage due to past knowledge of the clip.

Until some of these clips have been sold it will be impossible to tell how much benefit we have derived from the program under the National Wool Act. So far the only offers for our wool have been just about the subsidized payment under last year's price.

If we can net a dollar a head over last year's price we stand a chance to break even on the year. Without that, I believe most sheepmen in this area will quit in the red, unless lambs take a substantial gain in price.

We are worried about the strikes in the textile industry.

So far I see no alternative except to ride along with the new wool program and see what happens.

—Frank C. Mayo

##### Moorcroft, Crook County

April 18, 1955

Personally, I feel that there is a bright outlook for the sheep industry,

especially if the wool bill and Section 708 work out as they are intended to. No doubt some buyers will try and talk people into selling their wool for less money, since they will get a "bonus" anyway.

I believe that producers can help hold the price up if they understand clearly how the bill works and don't let the buyer talk them into selling too low.

There have been several bad snow storms here since the first of April. Grass is just now getting started. Our sheep came through the winter in good condition. However, we had to do more supplemental feeding of corn, oats and hay this year than last.

Shearing will probably start here after the middle of May. The weather has been so bad here that no one has even been talking much about shearing or selling.

A few small herds have started lambing here, but none to speak of. We start May 1.

—Melvin Mellott

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